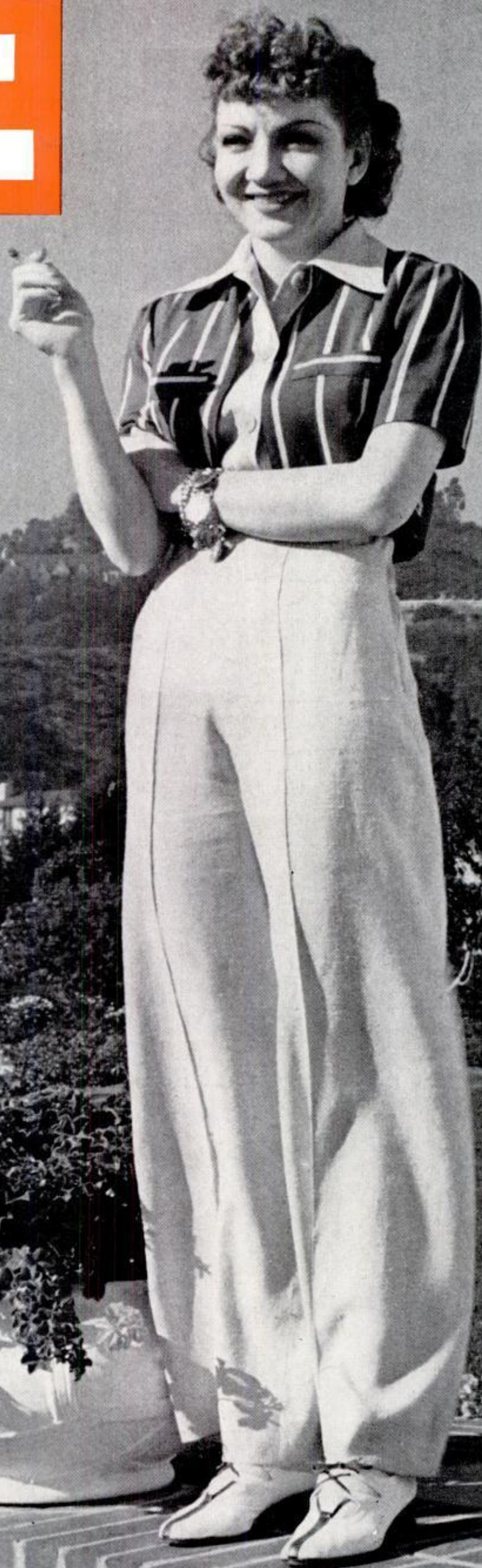


LIFE



CLAUDETTE COLBERT

NOVEMBER 13, 1939

10 CENTS

22 Important Improvements in THE NEW FORD CARS for 1940



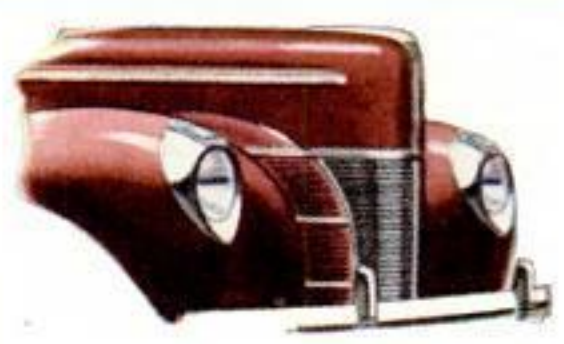
NEW FINGER-TIP GEARSHIFT
on steering post in all models at no extra cost. Smooth, simple action. Shifting is easier because of improved transmission.



NEW CONTROLLED VENTILATION
In closed body types, divider strip lowers with window out of line of vision. Front half pivots diagonally for better circulation.



MORE COMFORT, MORE QUIET
Added room. Softer springs, improved suspension,* improved shock absorbers, "Floating-Edge" Seat Cushions for greater comfort.



NEW SEALED-BEAM HEADLAMPS
Bulb, lens and reflector are a sealed-in unit. Dust and dampness can't get in. Stronger light, longer life, fewer adjustments.

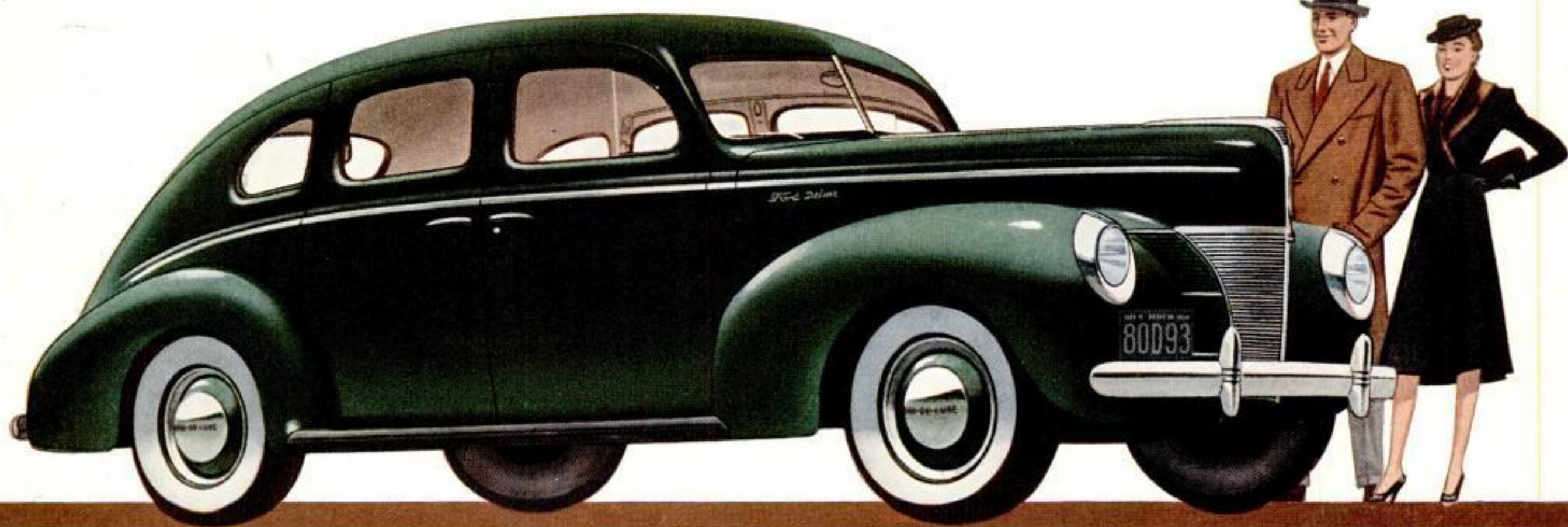
For many years, the Ford Motor Company made only one car—the Ford. Then, in turn, companion cars were developed—the Lincoln, Lincoln-Zephyr and Mercury. Each, a fine-quality car in its class, has made notable contributions to the quality of the Ford. *This constant progress—under a unified management—reaches a new peak in the new models for 1940.*

YOU'LL find that the new Ford cars include every worth-while modern feature. Many of these 22 important improvements give you greater comfort in riding—more room, more ease, more quiet than you have known before. Other improvements are for increased safety, convenience, and for style and beauty which give you pride of ownership.

Underlying all these improvements are the basic

advantages which Ford owners already enjoy. Smooth V-8 engine—the only V-8 in its price class. Powerful hydraulic brakes. Steady, stabilized chassis. Triple-cushioned comfort. All-around economy.

When you look at the big, beautiful car below—when you check features and compare prices—you'll realize that here is the best car investment you can possibly make in 1940.



22 IMPORTANT FORD IMPROVEMENTS

FOR COMFORT

1. More room inside
2. New Controlled Ventilation
3. New torsion bar ride-stabilizer*
4. Improved spring suspension*
5. Self-sealing shock absorbers
6. Two-way adjustable driver's seat

7. New-type resilient front seat backs
8. New "Floating-Edge" Seat Cushions

FOR CONVENIENCE

9. New Finger-Tip Gearshift
10. Engine more accessible
11. Two-spoke steering wheel

FOR STYLE

12. New exterior beauty
13. New interior luxury
14. New instrument panel

FOR SILENCE

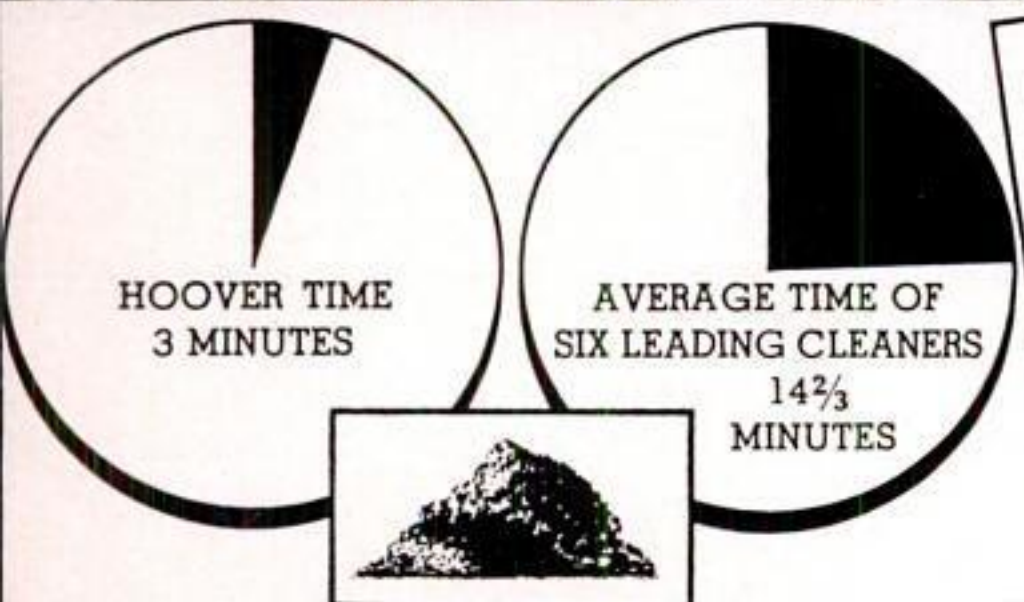
15. Improved soundproofing
16. "Easy-shift" transmission
17. Curved disc wheels

18. Improved drums for big Ford hydraulic brakes

FOR SAFETY

19. Sealed-Beam Headlamps
20. Dual windshield wipers at base of windshield
21. Larger battery and generator
22. Battery Condition Indicator on all models

*On 85-hp models only



You save time with the Hoover. In just 3 minutes the Hoover removes the same amount of dirt that other cleaners take 14 $\frac{2}{3}$ minutes to get!

(Average of 6 of the leading cleaners as reported by Electrical Testing Laboratories)

*a little time gets a lot of dirt
when you clean with the*
HOOVER
Reg. U. S. Pat. Off.
IT BEATS... AS IT SWEEPS... AS IT CLEANS.

YOU'VE only one little slice of time out of your busy day for cleaning. If you can get the dirt out in that time, fine! If you can't, you just have to let it go. With a Hoover, your dirt pile is bigger—and your cleaning time is shorter.

Carpets hold more than 85% of the dirt. Recent tests by the Electrical Testing Laboratories show it often to be as much as 98%. Here is where Hoover has a great advantage over all other cleaners. Carpet dirt is hard to get out. In fact, a rug can hold its own weight in dirt. This hidden dirt is the harmful kind. It is sharp and gritty. It cuts away at rug fibres, and although below the surface, gives your room a "gray ghost" appearance. This hidden dirt cannot be removed by ordinary suction.

Hoover goes after this dirt with a special method—The Hoover lifts the rug. Soft Hoover brushes open

the pile. The exclusive and patented Hoover Agitator shakes loose the dirt buried at the base of the opened up rug and Hoover suction carries it away.

With that difficult 85% of the dirt out, you can easily get the 15% that's left—above the floor.

It's easy to see and easy to get—by ordinary suction. The Hoover Cleaning Ensemble includes a complete set of cleaning tools in a handy kit. They plug into the side of the cleaner instantly. A click of the switch and these tools begin their job of ferreting out dirt everywhere.

When you're through, the whole room looks clean and fresh—you can see it and feel it. Colors are brighter. That gray look is gone. You're proud of the results you get in such a little time.

You can have this every day in the year with Hoover Color Cleaning. Hoover has been chosen by more than 5,000,000 homes. It is backed by prompt and expert service. It is sold on easy monthly terms, by a leading store in your community which will be glad to leave the Hoover for you to try in your own home in your own way. Will you try the Hoover soon?

Hoover Cleaning Ensembles

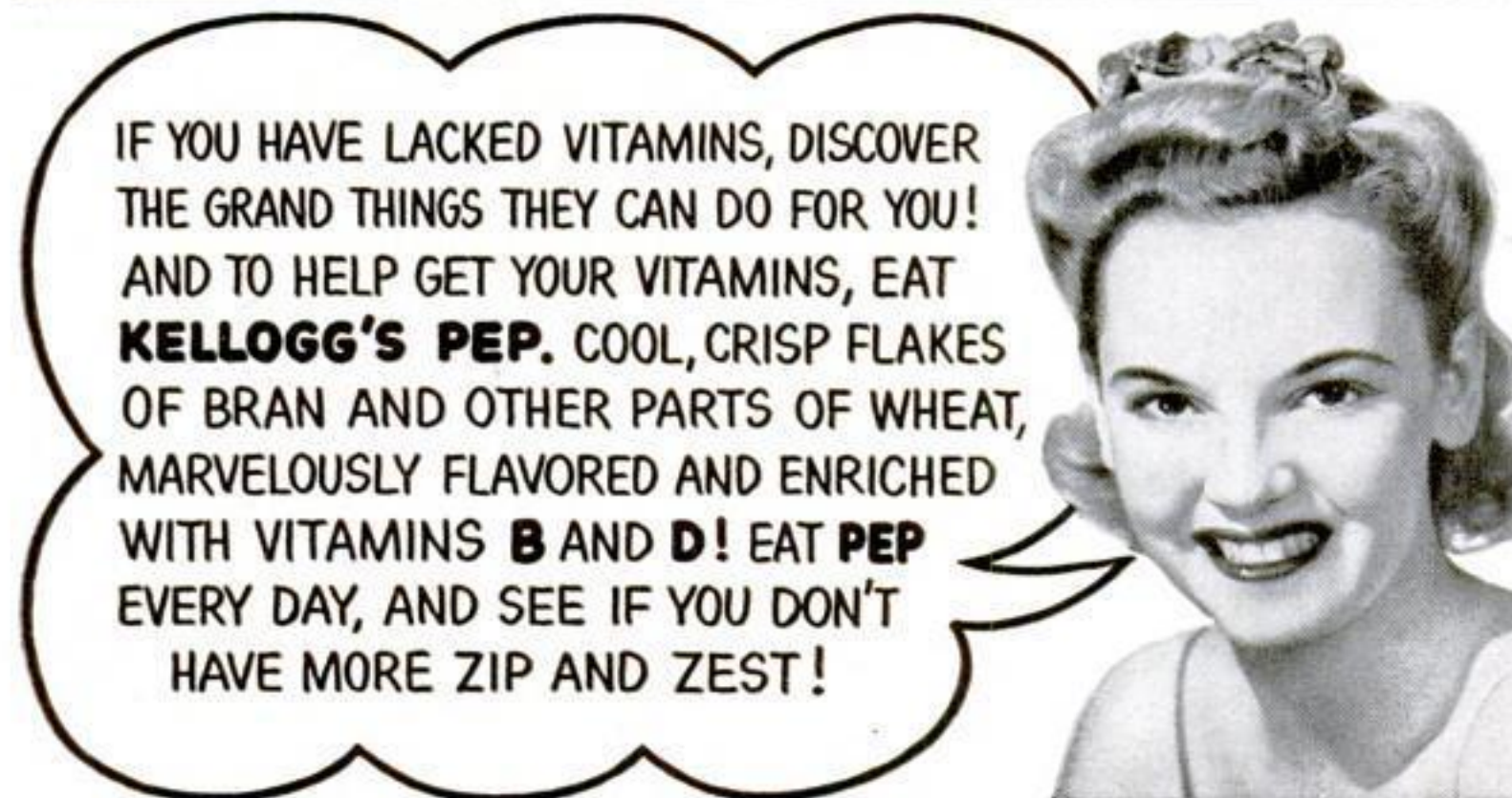
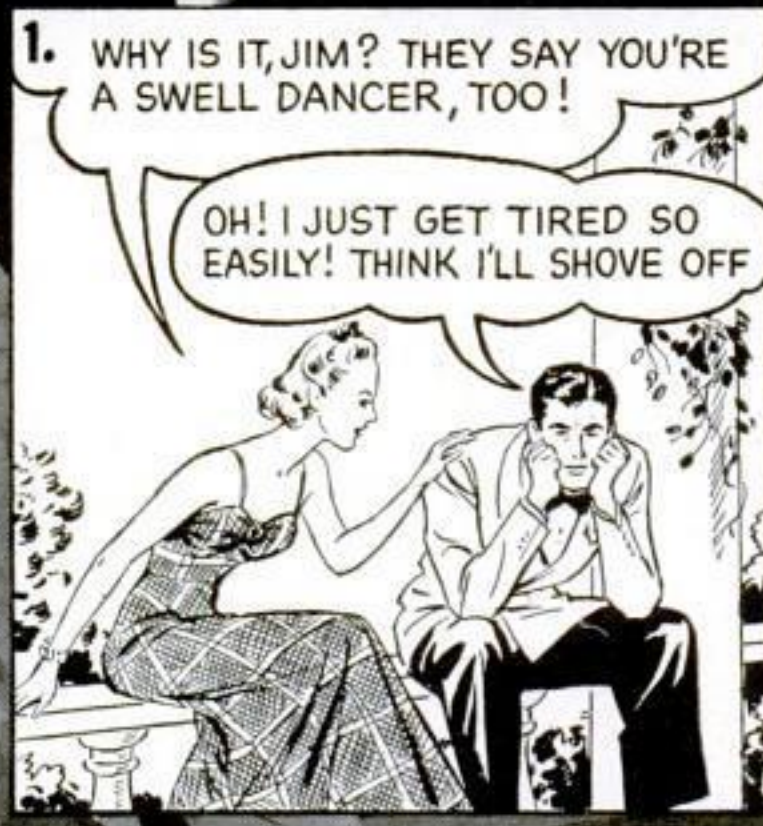
Years ahead!

THE HOOVER COMPANY. FACTORIES: NORTH CANTON, OHIO; HAMILTON, ONT.

This One



1Q80-021-85N8



Vitamins for pep! PEP for vitamins!*

*Pep contains vitamins B and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B, and about 1/2 the daily requirement of D.

LETTERS TO THE EDITORS

"Union Now"

Sirs:

Permit me to congratulate you on the admirable setting forth of Clarence Streit's plan for an Inter-Democracy Federal Union in your issue of Oct. 23.

Its clarity and brevity, hand in hand with the clever illustrative maps, make this article on "Union Now" more likely to convince the Man on the Street than anything else I have read; and it is reaching a vast audience, I know.

MARY PICKARD WINSOR
Cambridge, Mass.

Sirs:

What a wonderful idea it is! Thank you for bringing it to my notice.

MARGARET BEN YOUNG
New York, N. Y.

Sirs:

Your courage and your foresight in this, as in many other constructive movements, commands deep respect for your publication.

PAUL P. SWETT M.D.
Bloomfield, Conn.



CLARENCE STREIT

Sirs:

America is quite willing to give its great idea of union to the world, but the other 14 democracies won't take it without taking us. As we already have such a good workable union, surely they should be content merely to emulate us, but you can be sure if poisonous old Uncle Sam stays away with his moneybags, the other boys won't play ball.

EDISON MARSHALL
Augusta, Ga.

Sirs:

You gave your readers a thrill of hope for peace they have never enjoyed before. Or at least I haven't.

MARGARET E. BROWN
Alhambra, Calif.

Sirs:

Since the plan proposed by Clarence Streit leaves out Germany, Italy, Russia and Japan, it is not a peace plan but simply a means of strengthening one side of the line-up and intensifying the bitterness of the other.

Who contributes the new strength? Why, good old Uncle Sam of course. He is slated to contribute a billion-dollar fleet and about 50% of the world's gold. What does he get out of it? The inestimable privilege of becoming entangled in all of Europe's problems and squabbles.

NED GOLDSCHMIDT
New York, N. Y.

Sirs:

Would you please tell me where I can get in touch with either Author Streit or the IFU (Inter-Democracy Federal Unionists)?

REED H. BARNES
Montreal, Quebec

● Address: Union House, 445 W. 23 St., New York, N. Y.—ED.

Sirs:

Why leave Germany out of the Union? Surely, once the war is finished, and Nazism's pelt is hung on the wall, there would be no point in throwing her people back into the pit, out of which they have been trying to climb for decades. True, they have never had a successful democracy, but for a democracy to survive and grow from the hands that have hewn her, into the hearts of those that love her, there must be a certain amount of prosperity and expansion. And, by your own admission, LIFE, Germany has never had that chance.

STEVE LARSSON HOMER
Mason City, Wash.

● One of the basic tenets of "Union Now" is that any nation would be admitted to the Union as soon as it proved its ability and desire to maintain a free democratic government.—ED.

Sirs:

Someone has said that a genius can be recognized because when he speaks he says something that you have always known but have never crystallized in your mind. That is how I felt when I read your article about Streit's idea.

VO TULLSEN
Chicago, Ill.

Sirs:

"Union Now"—the most fantastic common sense I've ever read.

GINO DI BIASI
San Pedro, Calif.

Sirs:

I nominate Clarence Streit for the 1939 Nobel Prize.

L. G. SHREVE
Baltimore, Md.

● On Oct. 26, the Oslo *Tidens Tegn* reported that unless "an outstanding candidate appears at the last moment" the Nobel Peace Prize may not be awarded this year.—ED

If Napoleon had won . . .

Sirs:

Appropos to your article, "United States of the World," and review of Clarence Streit's book *Union Now* in your Oct. 23 issue, it is interesting to compare what Napoleon wrote on a variation of the same theme. In the peaceful solitude of St. Helena, he wrote of his war with Russia: "The Russian war ought to have been the most popular of modern times; it was the war of good sense and real interests, of the repose and security of all; it was purely pacific and conservative."

"It was for the great cause, the end of uncertainties and beginning of security . . . [that's still Napoleon and not Daulader or Chamberlain]. The European system was established; all that remained was to organize it."

" . . . Europe would soon in that way have made in fact but one people, and everyone, traveling all over it, would always have found himself in the common fatherland. I should have required all the rivers to be open for navigation of all; the seas to be common to all; and the great standing armies to be reduced henceforth simply to the bodyguard of the sovereigns."

In fact, he said Europe actually fought then for that idea. He wrote: "Of the 400,000 who crossed the Vistula, half were Austrians, Prussians, Saxons, Poles, Bavarians, Wurtembergers, Mecklenburgers, Spaniards, Italians, Neapolitans, etc. It reckoned barely 140,000 men speaking French."

But here was the pay-off: "My leisure then and my old age would have been consecrated, in company with the Empress, and during the royal apprenticeship of my son [you see Napoleon like Hitler wanted to retire too, Napoleon to his Empress and Hitler to his painting] to visiting . . . every corner of the empire, receiving complaints, redressing wrongs, scattering monuments and benefits on all sides."

CYRIL MONSANTO
New York, N. Y.

(continued on p. 4)

Eagleknit

HEADWEAR



Again, as for 40 years — EAGLEKNIT sets the pace for style, quality, comfort, health — offering the season's greatest "thrills" in smart knitted headwear—including the popular EAGLEKNIT Parka-Hoods. Ask any leading dealer to show you his colorful assortment of EAGLEKNIT Headwear. EAGLE KNITTING MILLS, INC. • MILWAUKEE
New York Office: 93 Worth Street



"Our Setter's coat was dull and ragged until we started PARD diet"



A certified statement from the B. A. Glisch family, Waukesha, Wisconsin

"Our Irish Setter 'Tipperary's Terry' hasn't always been so beautiful. At eight weeks she was in terrible condition—thin, listless, with coat ragged and dull. But when we tried an exclusive PARD diet, she improved right away. Her coat became full and silky, and she quickly regained normal weight. As for healthy vigor—last July she had 13 fine pups and has nursed them all to health... a real record!"

The facts of this case history were sworn to before me on August 18, 1939—Rud. F. Thomann, Notary Public.

Poor coat and irritated skin, like many other common ailments, frequently due to wrong diet. They are unknown among the dogs raised exclusively on Pard at Swift's Research Kennels!

● Veterinarians are seriously crusading against hit-or-miss feeding... because they've found that it's the underlying cause of many widespread dog troubles. Not only dietary skin irritation, but nervousness, listlessness and loss of appetite, excessive shedding, bad coat, and other ailments—actually may be symptoms of intestinal disorders and malnutrition from improper feeding.

Many of these crusading veterinarians recommend Pard—because Pard's nutritional balance has been uniquely proved. Four successive

generations of pedigreed dogs have been weaned to Pard and raised on it without tasting any other food. Not one Pard-fed dog has ever had a digestive upset. Not one has ever suffered any of the common ailments which plague less-well-fed dogs! Each has had magnificent health from birth—has been a representative specimen of its breed.

To make sure your own dog is in tip-top condition, have him checked over by a good veterinarian—and to keep him that way, feed him Pard regularly!



Persian Lucky Judy, this splendid 5-year-old cocker, is one of the many dogs fed Pard exclusively at Swift's Research Kennels.



PARD

... SWIFT'S
NUTRITIONALLY
BALANCED
DOG FOOD

NOTHING IS LEFT TO CHANCE in making Pard a dependable, healthful ration for your dog. Swift's Nutritional Research Laboratories check samples constantly, to make sure each can of Pard contains every needed food element—including vitamins and minerals—in correct proportion.



LETTERS TO THE EDITORS

(continued)

Cake Baking

Sirs:

May I protest your archaic prattle of cake bakers and cake baking in the Oct. 23 issue. Any woman who has passed the one-egg-batter stage knows that modern kitchen equipment and modern ingredients removed the use of the tip-toe, the broom-straw and the baking-day tempest from cake making.

Take the broom-straw. Use of that dust-laden device for testing a cake would get you thrown out of a Home Economics class, LIFE. Nowadays, we press our finger very lightly on the top of the cake in question; if the crust springs back from the touch, it is done.

Furthermore, modern ovens are so well insulated that a dozen peeks by the kiddies would produce no catastrophe.

MRS. WILLIAM MORGAN

Houston, Tex.

Sirs:

My God, LIFE, what did they bake those cakes in—coal ranges? Husbands step softly. Children may not speak. Woe to him who sneezes. Watching the oven thermometer—and of all things, the broom-straw!

This is 1939! Shove it in, slam the door, set the clock.

JOHN C. COX JR.
Merchandise Manager

Westinghouse Electric Supply Co.
St. Louis, Mo.

● Have all LIFE's readers given up the broom-straw?—ED.

Sirs:

I only hope LIFE attends another food sale. I have made Mrs. Lloyd Morrison's recipe for Devil's Food Cake and never have tasted more delicious cake. I am going to try every one when I find time.

KATHARINE N. SKIFF

Palo Alto, Calif.

Sirs:

Ye gods! LIFE—a cookbook. Found wife using the Oct. 23 issue as a recipe source for the Sunday cake. Hope the editors didn't allow any typographical errors.

CARROL C. HALL

Springfield, Ill.

Detroit

Sirs:

Congratulations on your spread about Detroit in the Oct. 23 issue. I am certain that LIFE has done a great deal to show Americans their native civilization. Please continue with spreads of other representative cities, towns, villages of these United States. Among other things they would serve as good "intermezzos" between war pictures.

W. W. SCRANTON

New Haven, Conn.

Sirs:

Fine pictures as well as an interesting discussion of Detroit.

However, Ford's River Rouge plant is located on the western not eastern limits of Detroit.

HELEN J. STERLING

Detroit, Mich.

Sirs:

I am not a Detroitier but like it because it is our largest suburb.

I thought your article on Detroit was fine, but was crushed by your understatement to the effect that the J. L. Hudson Co. is Detroit's largest department store. If you will check on it, you will find Hudson's is larger by over 300,000 sq. ft. than Macy's, which is claimed to be the world's largest (those New Yorkers!). Therefore, Hudson's must be the world's largest.

DOROTHY M. BROWN

Pontiac, Mich.

DOG OR PIPE—WHICH IS MAN'S BEST FRIEND?

Burlington, Ia.

Sirs:

It is often said that a man's best friend is his dog. That may be true in some cases. But with me it's my favorite pipe, filled with Edgeworth, America's Finest Pipe Tobacco.

Unlike a dog, Edgeworth does not bite. Again, it needs no training but is fine from the very beginning.

Thank you for having furnished me with a truly fine tobacco and many pleasant hours of refreshing smoking pleasure.

Sincerely yours,
WALTER SHARP

When a man truly enjoys a pipe, he rates it pretty high among his pleasures. But to get that kind of satisfaction takes "the right tobacco."

Now we don't presume to say that Edgeworth is "right" for everybody. That's a matter for each man to decide for himself. But a good many smokers seem to come to the end of their search when they dip into that Blue Tin.

Here's an interesting experience of a fellow who found Edgeworth, only to lose it again. But even his story has a happy ending.

Philadelphia, Pa.

Dear Sirs:

Last year we took a motor trip and spent one night at a tourist camp. I ran out of tobacco, and one of the tourists offered me some of his. Well, he moved off next morning and several hours later, we shoved off, too.

I found I simply couldn't go back to my old tobacco and really enjoy it, but for the life of me I couldn't remember his tobacco's name. I questioned the storekeeper, friends, neighbors, just about everyone. They recommended many brands, and I tried some of them, but I couldn't find what I was looking for. Then, by chance, I sent my boy out one evening and he forgot the brand I told him to buy—but came back with Edgeworth. And the minute I got my pipe lit, I knew I'd found what I was after all along!

Today I want to say this: in all my years of pipe smoking, I've never—never, mind you—smoked anything else as good as Edgeworth. Every time I take a puff, I look at my boy and thank my lucky stars that he did forget that day.

Very truly yours,
L. M. MAROTA

Now if you feel your pipe smoking is missing out on something it ought to have—or if you've never smoked a pipe but have that well-known hankering—we've got a hunch that Edgeworth might make all the difference.

We'd like to tell you about our Edgeworth Plan to make pipe smoking "click from the start. It's based on 62 years' study of pipe smokers and fine smoking tobaccos. Here's what one man says after trying it. His letter is typical of hundreds.

Grand Island, Nebraska

Sirs:

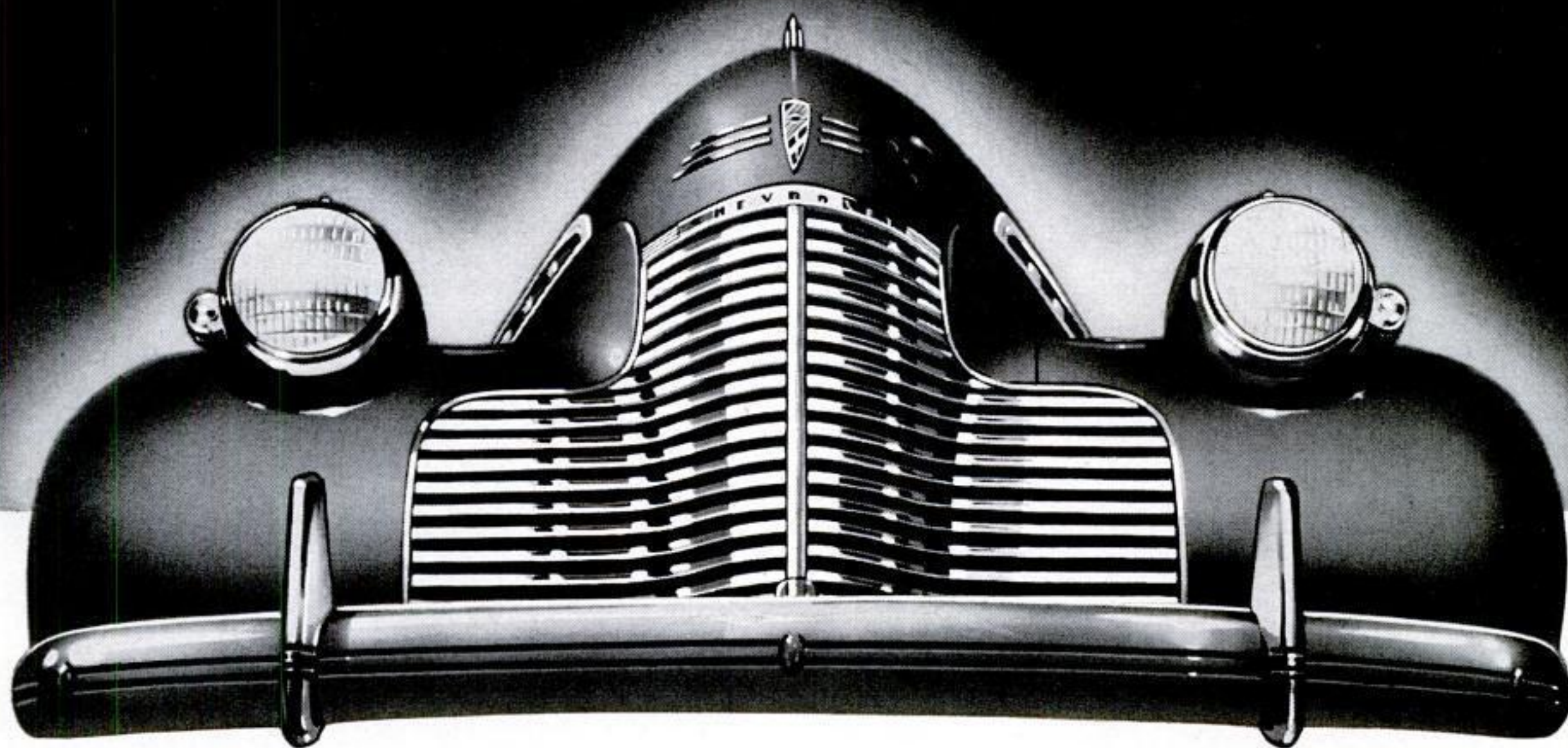
I have been a pipe smoker for five years but always there seemed to be something missing. Since receiving your Edgeworth Plan, I've found what I wanted.

Yours truly,
ALBERT G. JOHNSON

Just drop a card for details of the Edgeworth Plan to Edgeworth, Dept. LIFE 255, Richmond, Va.

CHEVROLET'S FIRST AGAIN!

Crowded showrooms—eager thousands eyeing, trying and buying Chevrolet for 1940—record sales in state after state—all tell you that Chevrolet leads again in quality and value, just as Chevrolet has led all cars in sales during eight out of the last nine years!



Eye It • Try It • Buy It !



FIRST again in *all* these things . . . first in beauty, first in performance, first in driving ease and riding ease . . . first in BIG exclusive values at small cost! That's what folks everywhere are saying about this new Chevrolet! That's what sales clearly indicate! That's what you can *prove* for yourself by following this simple test! . . .

Eye it—and let your own good

vision tell you that this fleet, streamlined Chevrolet with new "Royal Clipper" Styling sets the *fashion* for '40 as the most beautiful car a low price ever bought!

Try it—and let your own tests tell you that Chevrolet's Super-Silent Valve-in-Head Engine, Chevrolet's New Exclusive Vacuum-Power Shift and Chevrolet's new "Ride Royal" give motoring results never

before dreamed of at the price!

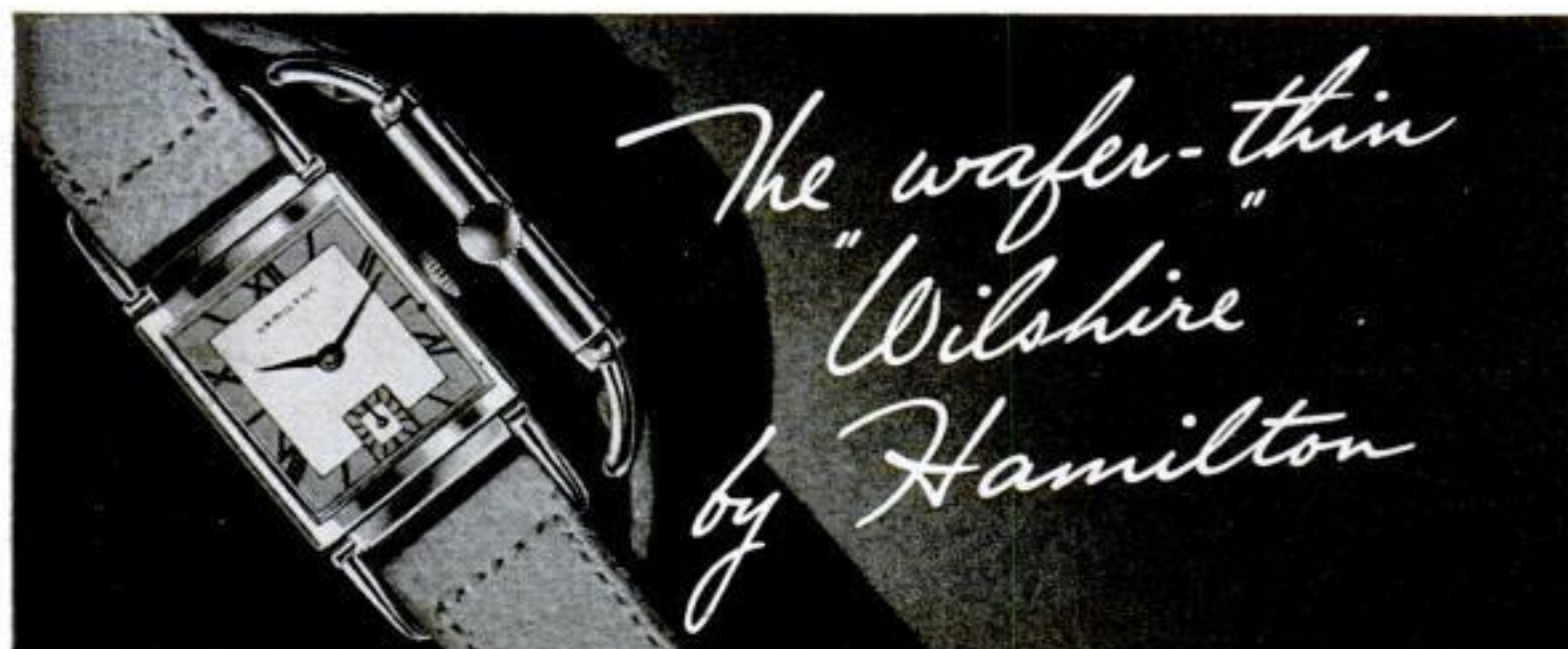
Buy it—and let your own pocket-book congratulate you on choosing the *only* motor car that brings you all these luxuries at the lowest cost in purchase price, gas, oil and upkeep!

You want the BIGGEST VALUE MONEY CAN BUY. . . . You want this big, beautiful new Chevrolet for 1940. . . . Eye it, try it, and you will be eager to *buy it—today!*



AIREDALE: Must be a big shot—isn't that watch a Hamilton?

WOLFHOUND: Quite. Notice how it hugs the wrist? It's that new, wafer-thin WILSHIRE model.



Despite our Airedale friend, you needn't be a big shot to own a Hamilton. True—Hamilton makes only high-grade watches, with 17 or more jewels, precious metal cases. Yet—prices begin as low as \$37.50, go as high as \$5000. Does that give you a few ideas for Christmas? Take the WILSHIRE (above). 17 jewels. 14K natural gold-filled case. Flexible lugs to hug the wrist. With 18K applied gold numeral dial,

\$52.50. With two-tone gilt marker and Roman numeral dial (shown), \$50. Why not see the many stunning new Hamiltons—for both men and women—at your jeweler's? Or—write for illustrated folder. Hamilton Watch Company, 945 Columbia Avenue, Lancaster, Penna.

NOTE: Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade that Hamilton makes.

LETTERS TO THE EDITORS (continued)

Long Programs

Sirs:

Being a phonograph record listener-to'er myself, I found your spread in LIFE, Oct. 23, about Station WNEW, New York, very interesting indeed.

But! The "Milkman's Matinee" is not the longest program there is.

Out here on the West Coast, we have a Station KLS, which presents records from twelve midnight till 6 a.m., which is just one hour longer than WNEW's program. It is called "The Cigar Box Revue."

WARREN HERRON

Oakland, Calif.

Sirs:

Jack the Bellboy also broadcasts five hours nightly over KFVD, Los Angeles, from 11:00 p.m. until 4:00 a.m.

Incidentally, this morning Jack referred to your article and announced that Stan Shaw has invited him to trade jobs for a week.

BILL DESOUZA

Salem, Ore.

Sirs:

This station operates a program entitled "The Midnight Flyers," running seven days per week from midnight to 6:00 a.m.

FRANK J. KOTNOUR

Radio Station WEDC
Chicago, Ill.

Sirs:

For nearly a year I have been doing a show here at WIP between 1 a.m. and 7 a.m. known as the "Dawn Patrol." While this marathon has not been on the air as long as Stan's, it is doing all right, with plenty of audience and sponsored for five and three-quarter hours by one concern.

FRED WOOD

Pennsylvania Broadcasting Co.
Philadelphia, Pa.

● Sorry. Standard lists of radio programs are very incomplete.—ED.

Battleship's Washday (cont'd)

Sirs:

In reply to the letter from Mr. Walter Johnson about the German battleship which hangs out its wash in the rain, LIFE, Oct. 30, says: "LIFE is at loss to explain the peculiar housekeeping arrangements on the German battleship." I offer the following:

To manufacture fresh water on board ship it takes fuel oil. Fuel oil is at a premium in Germany, therefore it is not surprising that the Germans would be washing clothes in the rain where fresh water is furnished free.

Of course clothes may be washed in salt water, but it gives them a "cleaner" feeling to be at least rinsed in fresh water.

HUGH D. BLACK
Lieutenant, U. S. Navy

Harvard University
Naval R.O.T.C. Unit
Cambridge, Mass.

Sirs:

The reason why "the crew of the pocket battleship was hanging out wash" although "it was murky and raining" is this: the routine duties of a ship's crew are in most cases decided upon for many days ahead. These routine duties are carried out to the letter regardless of weather conditions, except in very rare instances.

On the three U. S. Naval ships (Oklahoma, Galveston, Tulsa) on which I have served for five years, it was customary to scrub clothes between 4 and 5 p.m., and 5 p.m. meant 5 p.m., not 5.05 p.m. If the clothes were dry the following day at 1 p.m., we were allowed to take them down, if still wet they were sometimes allowed to hang till dry.

E. S. KOZLOWSKI

Scranton, Pa.

"I Just CAN'T Stall this Car!"



With Oldsmobile's exclusive Hydra-Matic Drive—a combination of high-efficiency liquid coupling and fully automatic transmission—the engine simply can't stall...even at slow speeds or in making quick stops.



Traffic's A Cinch

Crawl along if you need to, then get away in a flash, with half the effort!



There Isn't Any Clutch

Nothing for your left foot to do. No clutch parts to wear or chatter!



Never Shift Gears

Drive all day without shifting. Gear ratios are selected automatically!

OLDS

WITH
**HYDRA-MATIC
DRIVE**

Optional at \$57 extra on all 1940 Olds models.

**TRY IT - AT YOUR
OLDSMOBILE DEALER'S**

"I'm the child's mother NOT YOU!"

How Mary D. raised her baby the modern way,
in spite of a well-meaning friend



1. MARY: Look here, Mrs. G.... I know you mean well, but I'm going to raise Peggy my own way.

MRS. G: Oh well, if you insist on spoiling her...she's *your* child, after all.



2. MARY: But I'm *not* spoiling her.

MRS. G: Oh, no? Then why all the special care...special soap, special powder, special this, special that. If that isn't pampering, what is!



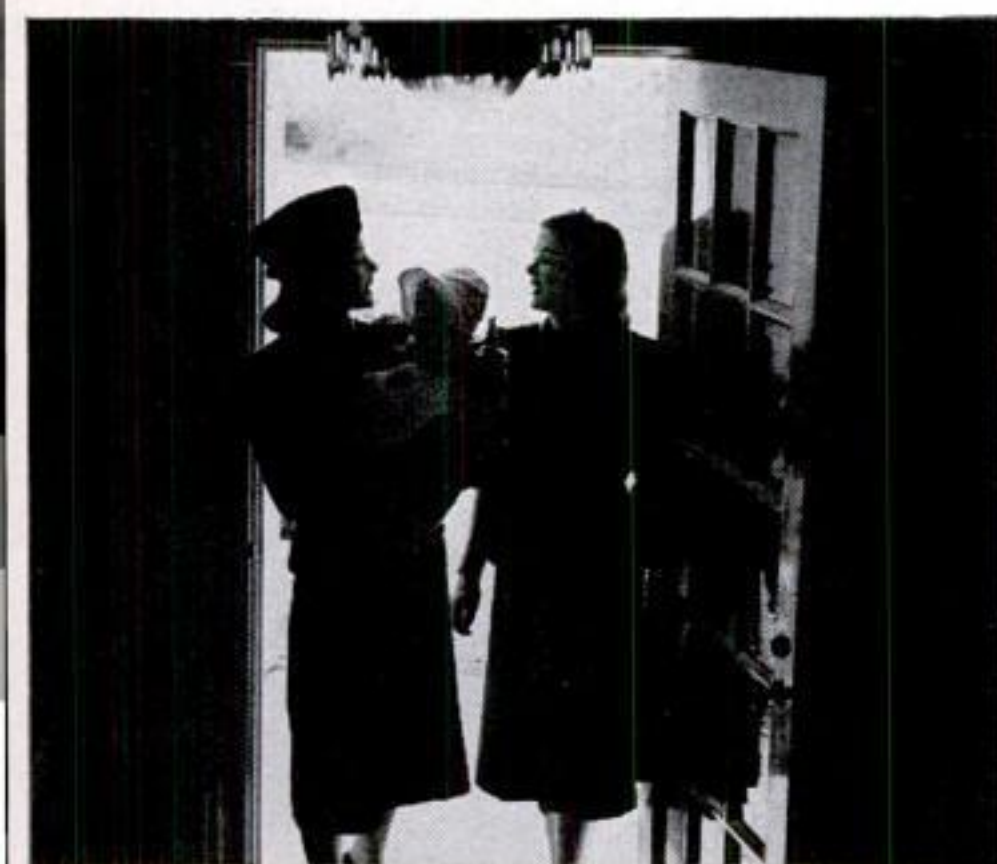
3. MARY: My doctor says the reason why babies thrive better today is because of all this *special* care. He says even her laxative should be made *especially* for her.

MRS. G: What! A special laxative, too?



4. MARY: Certainly! It's logical, isn't it? If Peggy's system is too delicate for "adult" foods, it's too delicate for "adult" laxatives...even in small doses.

MRS. G: W-e-l-l-l, maybe there's something in what you say.



5. MARY: Of course, there is! My doctor recommends Fletcher's Castoria. He says it's a modern laxative made especially—and *only*—for children. It's mild, yet you couldn't ask for more *thorough* action. It won't gripe. And above all, it's *SAFE*.



6. MRS. G: She certainly takes it without a fight.

MARY: Oh, she loves it! Every time she spies the bottle, she thinks she has a treat coming. I don't see how any modern mother can get along without Fletcher's Castoria.

When is your child no longer a baby?

SOME MOTHERS think that after their children are about two years old they are ready for adult foods and adult laxatives.

But many doctors say that the system of a child, even up to 8 or 10 years of age, is *still* not an adult system...is still too delicate for a strong, adult laxative.

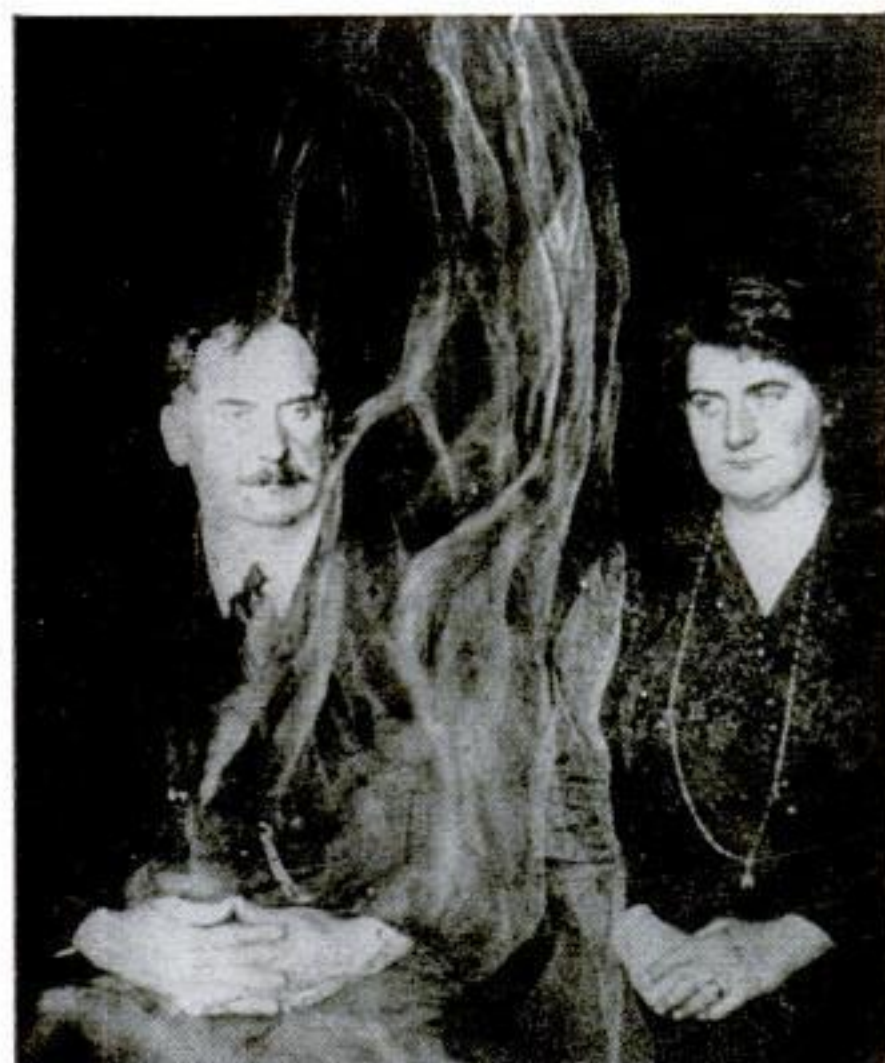
Remember...Fletcher's Castoria is the safe, gentle laxative...made not only for BABIES...but for LITTLE CHILDREN AS WELL. Save money by ordering the Family-Size Bottle from your druggist. Look for the signature Chas. H. Fletcher.



Chas. H. Fletcher **CASTORIA**
The *SAFE* laxative for children.

SPEAKING OF PICTURES . . .

... CONAN DOYLE'S SON CLAIMS THESE ARE SPIRIT PHOTOGRAPHS



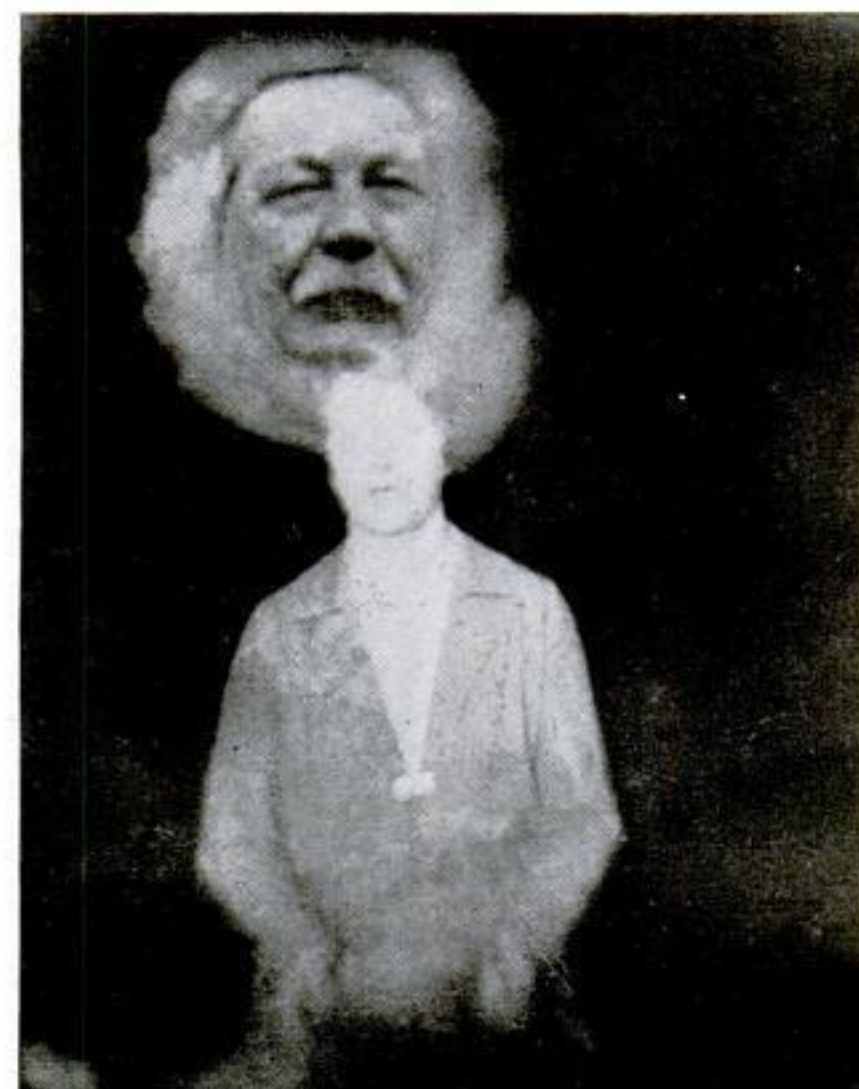
A spirit is being formed, according to believers in psychic photography, in these two pictures. At left it first manifests itself as a "bag of ectoplasm." At



right the spirit has taken on a definite shape, visible only to the camera plate. Spirit here belongs to the dead wife of the man sitting with his daughter.



Sir Arthur Conan Doyle was photographed by psychic photographer on plates he himself provided, initialed, put in camera and developed. One plate (left) shows



the spirit of his dead son, Kingsley. After Sir Arthur died, his "impression" appeared on photograph of a Scottish woman (above) who had never known him.



A dog's spirit is photographed. The terrier above was the constant playmate of the big dog at right. When the terrier died, the big dog was heartbroken. A few



weeks later an acquaintance, not normally a psychic photographer, snapped the woman and her big dog. Little dog's spirit cropped out over big dog's rump.

In 1881, six years before the first Sherlock Holmes story, Sir Arthur Conan Doyle became interested in spiritualism. When he died in 1930, he left his son, Denis P. S. Conan Doyle, the world's best collection of what he claimed were photographs of spirits. Without attempting to pass upon the old controversy of whether they are genuine or fake, LIFE herewith presents the best of the Conan Doyle collection, together with what spiritualists believe they prove.

Among mediums—people by or through whom "supernormal" phenomena are produced—psychic photographers are considered the rarest. According to believers in Survival, they are able to produce a certain psychic power which communicating spirits of "dead" people use to prove their presence on photographic plates.

Besides thought projection, spirits, in spiritualist opinion, use a substance called ectoplasm in its intangible form to materialize their likeness in a picture. Spirits like "Katie King" are reported to have materialized full-size by means of tangible ectoplasm which emanates from the physical body of a medium.

Since a Boston engraver took the first spirit photographs in 1861 and was later unsuccessfully prosecuted for fraud, a bitter debate has raged on the authenticity of such pictures. Opponents claim that "there are 200 ways of surreptitiously producing 'psychic' markings." Dr. Hereward Carrington, an American investigator, says that in 30 years he has not found a genuine spirit photograph. Denis Conan Doyle, like his father, believes that each picture shown here has "high evidential value that spirits exist and that psychic photographs taken under test conditions obviate fraud."

After the last War, with its heavy losses, interest in spiritualism increased enormously, and the end of this war will probably see a similar revival of spiritualism.



A non-psychic photographer snapped this spirit materializing from the ectoplasm which a medium in France emanated in a test. Shapeless ectoplasm at right had not yet formed into shoulders and neck of spirit.



The remarkably clear spirit in this photo of a couple was recognized as spirit of a dead relative. Denis Conan Doyle says the material around the spirit's face might seem to resemble cheesecloth but is ectoplasm.



The ghost of what appears to be a nurse was photographed in the hall of a haunted hotel. Photographer was not a medium. She exposed her camera for an hour and although she stood next to it, she saw nothing.

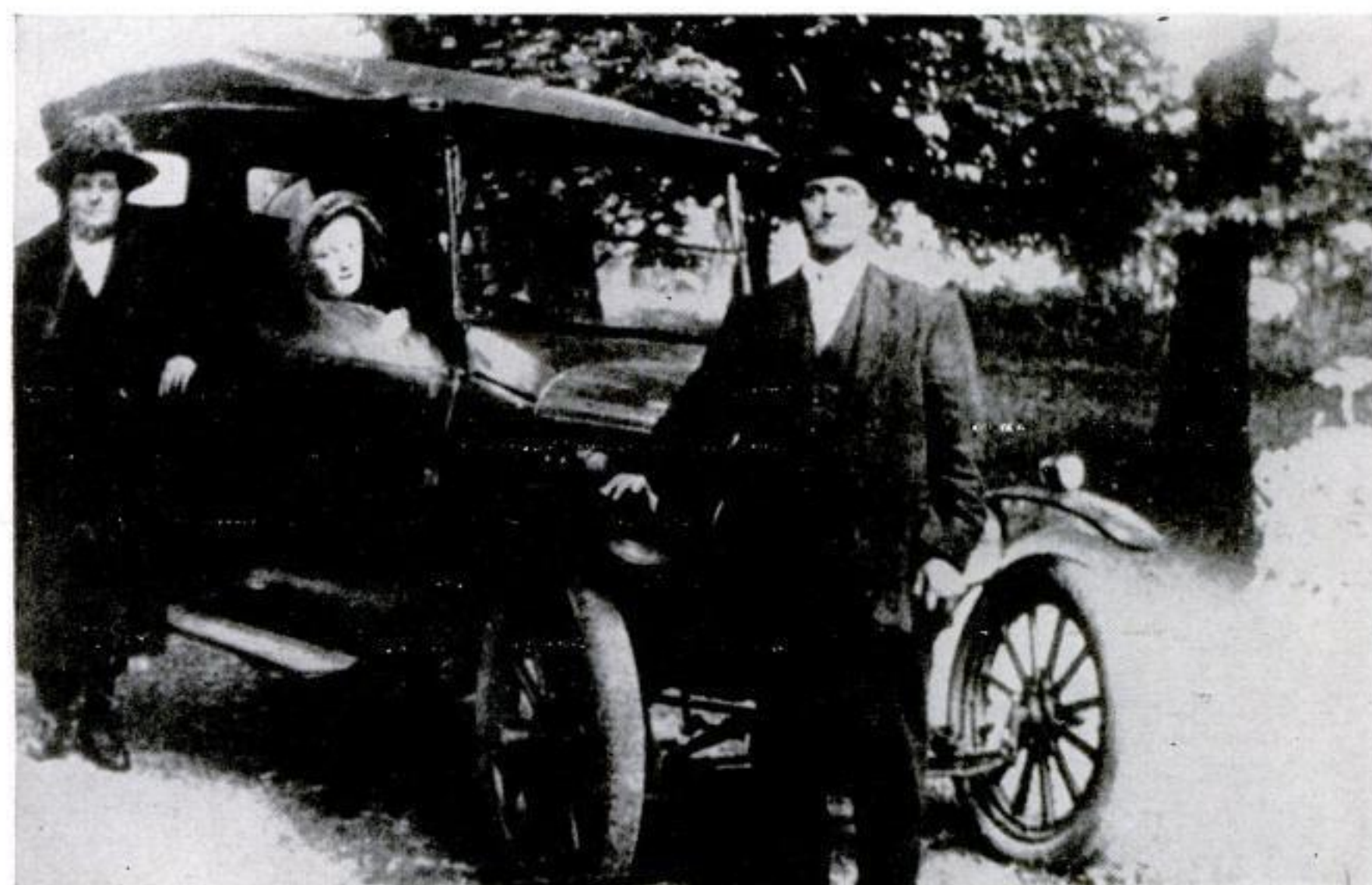


"Katie King," fully materialized spirit, stands beside Professor Sir William Crookes during a test of a medium. "Katie" walked, talked, lived independently for 2½ hours, said her object was "to prove Survival."



At Field Marshal Haig's funeral in London, in 1928, a news photographer photographed the materialized spirit of Haig's face (arrow) hovering above the cof-

fin. His paper commented on the phenomenon, but when Sir Arthur Conan Doyle said it was a spirit, the paper said that it was simply a double exposure.



This Welsh couple gave a lift to William Hope, famed psychic photographer, who was a stranger to them. At their request he took a picture. When de-

veloped, it showed a spirit's face behind the steering wheel. Couple declared this was the face of their dead son who had always driven this Model T Ford.



By accident, an ordinary professional photographer, called in to take pictures of a funeral in Seattle, photographed a spirit. As the eldest son (right) passed

by the open casket in which his mother lay, the camera clicked. The photograph showed the face of the dead woman's spirit hovering above her body.



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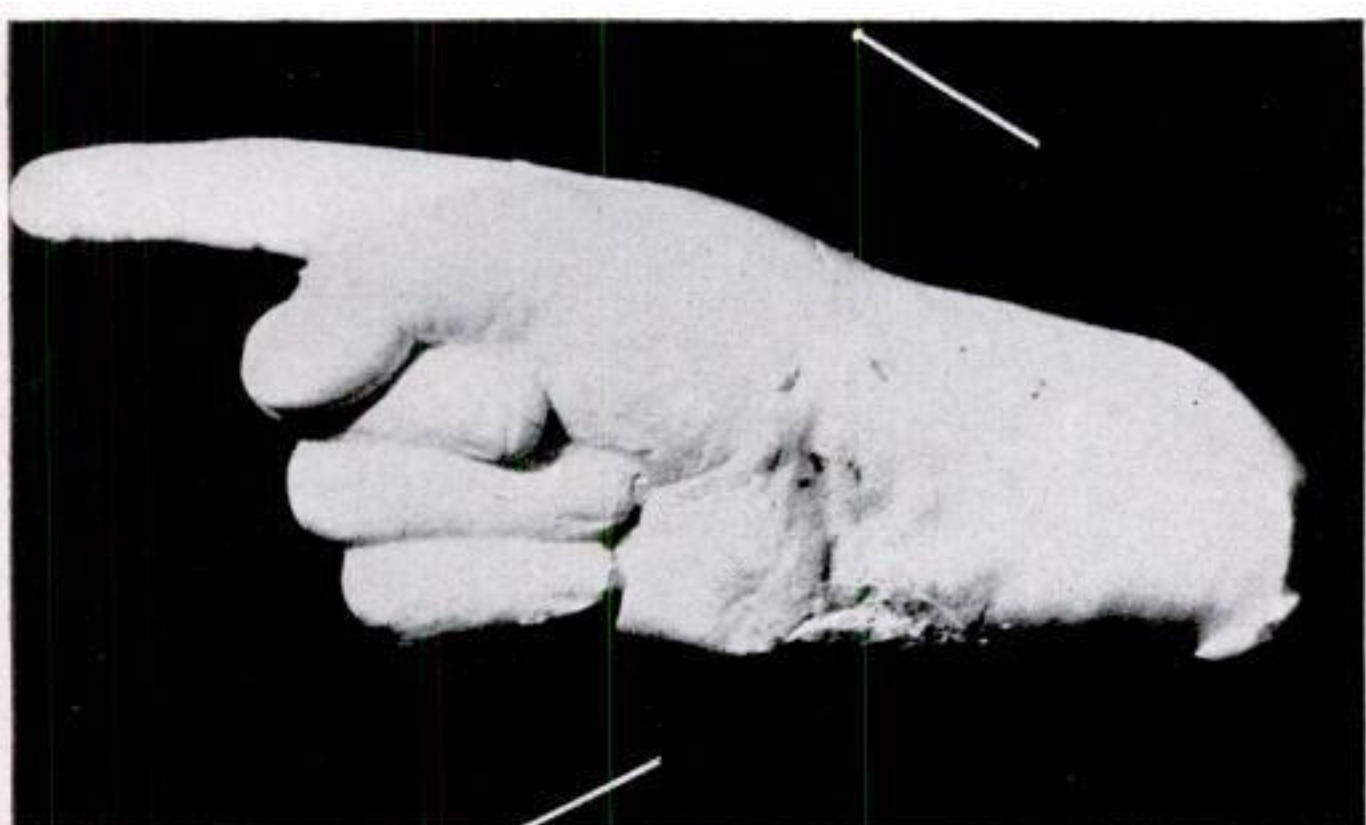
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SPEAKING OF PICTURES

(continued)



This wax hand was left by a materialized male spirit during tests on a medium. At the suggestion of Professor Charles Richet, French scientist and non-spiritualist, spirit put his hand into a pail of wax. Spirit vanished after he had been asked to withdraw his hand from its wax coating. Spiritualists consider that the greater width of the hand as compared with the wrist obviates the possibility of a fake.



On Armistice Day at the Cenotaph in London in 1924, a psychic photographer took a group of spiritualists who seemed to generate a mist-like substance about them as they prayed (*above*). A two-minute time exposure next showed the spirit faces of dead soldiers (*below*). Anti-spiritualists said that the faces were those of living soccer players. Sir Arthur Keith, a leading anthropologist, said they were not.



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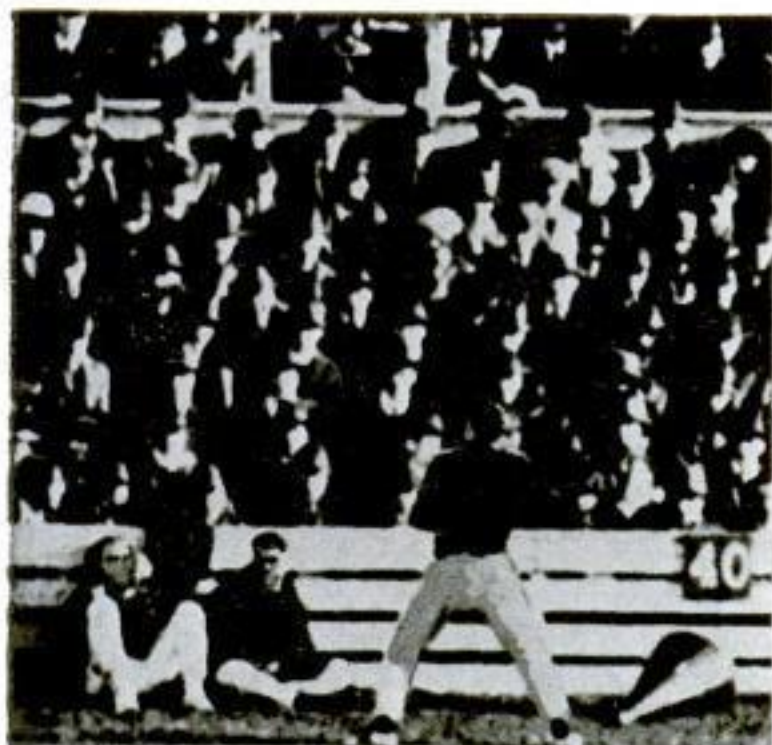


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LIFE'S PICTURES



Denis P. S. Conan Doyle, whose collection of photographs which he believes proves the existence of spirits is shown on pages 8-11, is the son of Sir Arthur Conan Doyle. Like his father, he is a leading English believer in survival after death. In this picture of him taken by a psychic photographer under test conditions, he recognized the face at the right as his father's spirit.

Through a spiritual source in London, he claims to be in communication with his father. "In times of crisis I have received advice from my father which has always proved to be right," he says.

A former racing driver, he is married to Princess Nina Mdivani, hopes to enter British politics soon. He is now in the U. S. on his first lecture tour. Its duration depends upon the war situation.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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16, 17—C. D. JACKSON exc. t. cen. and far rt. THOS. D. MCAVOY and bot. lt. map by CHARLES TUDOR, TOBIAS MOSS
18—THOS. D. MCAVOY—E. S. MALONEY, C. D. JACKSON—THOS. D. MCAVOY
19—E. S. MALONEY—THOS. D. MCAVOY
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**KEEP YOUR
EYES YOUNG
TOO!**



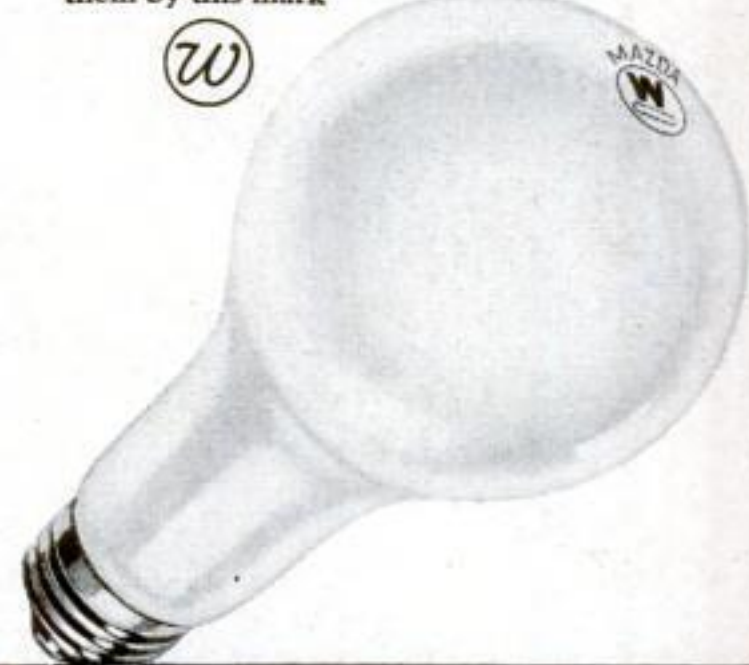
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LIFE'S COVER. Dark, pear-faced Claudette Colbert is shown on this week's cover sunning herself on the terrace of her home in Holmby Hills. A onetime art student, Miss Colbert designed and decorated the house herself. She lives there with her husband, Dr. Joel Pressman, successful nose and throat specialist. Together they shun Hollywood honky-tonks, seek more intellectual diversions. In her newest picture, *Drums Along the Mohawk*, she quits comedy, establishes herself as a top-flight dramatic actress. For pictures, see pages 74-77.

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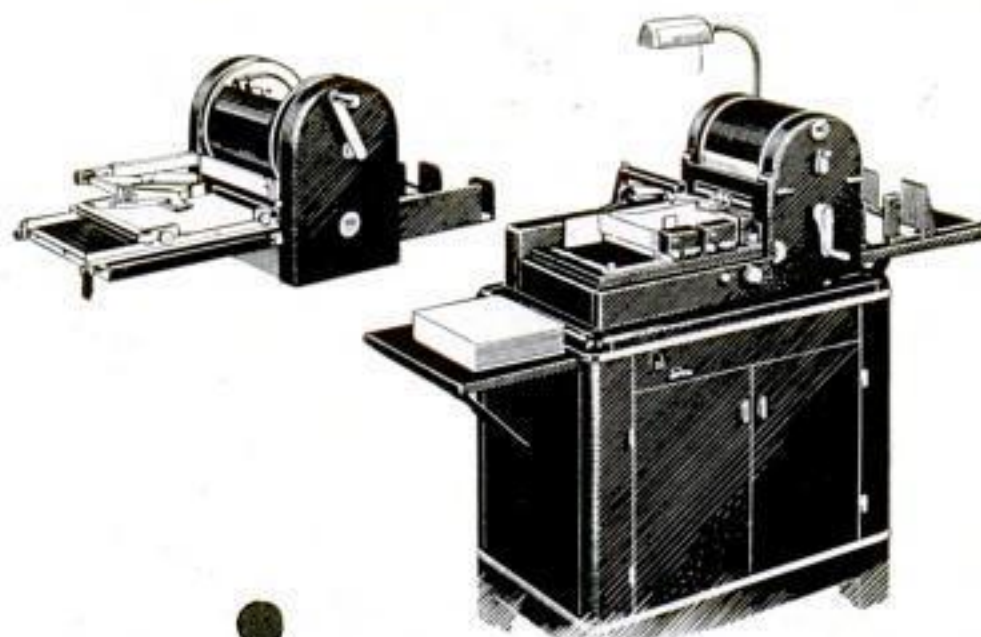


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TEXACO AND SOCONY-VACUUM TANKERS TIE UP AT COVEÑAS, OCT. 27, AS THE FIRST OIL FROM THE BARCO COMES DOWN THE PIPE LINE TO THE STORAGE "TANK FARM" AT RIGHT

U. S. BUSINESS OPENS THE GREAT NEW BARCO OIL FIELDS IN COLOMBIA

On a high mountain jutting out of the jungles in Colombia, about 500 miles north of the equator, Mrs. "Sonny" Whitney, wife of Cornelius Vanderbilt Whitney, gingerly guided a welding torch at the joint between two sections of 12-in. oil pipe. The molten steel fused quickly into the joint and the year's most important piece of oil engineering was finally done. Mrs. Whitney's weld had completed the 263-mile pipe line to carry oil from the great Barco oil fields to the Colombian seacoast.

On Oct. 15, the green-gold crude oil began to flow out of the jungle through the pipe line toward Coveñas on the sea. Then, in the first days of November, it was pumped at last into the Texaco and Socony-Vacuum tankers tied up at Coveñas.

The Barco concession covers one of the major new oil territories of the world. Between them, The Texas Corp. and Socony-Vacuum control 1,000,000 acres of oil land there. Though small compared with the tremendous East Texas field, the Barco springs newborn into a major position as a world producer. With only a small part of the concession drilled, it is piping out 25,000 barrels of petroleum a day. At full capacity, the present pipe line could carry as much oil as now comes from the coveted wells of Iraq.

The last War put a crimp in early plans for developing the Barco. But this year, U. S. big business, going on as usual despite the current war, opened the field on schedule to stake out a further interest in South America. Barco oil will not be shipped into the U. S. but will be sent to foreign countries whose need for it is multiplied by the war.

Between the Barco and the sea lie 263 miles of



MRS. "SONNY" WHITNEY HELPS ON THE FINAL WELD

mountain, jungle and swamp. Between the time oil was discovered there and the first oil was piped out, lay 35 years of hopes, plans, disappointments and heroic engineering. General Virgilio Barco, the Ulysses S. Grant of a Colombian civil war, was granted the concession in 1905 by a grateful government. At first the General planned to build a cattle trail across his concession. When he found oil seeping out of the ground, he forgot about cattle and came up to New York to see John D. Rockefeller. But, according to the story, the suspicious guards at Standard Oil thought the General was crazy and wouldn't let him in. He finally sold out to other promoters. It passed through the hands of Cities Service and of Gulf, neither of whom took out oil from it.

In 1936, Torkild Rieber, the tough and brilliant head of The Texas Corp., bought the concession for \$14,550,000, sold a half interest to Socony-Vacuum and set himself to work. The companies spent \$40,000,000 before getting a drop of oil out of the jungle. The saga of the Barco pipe line, a job which required that suspension bridges and entire camps be taken inland in parts by airplane over a roadless wilderness, is already an epic of the oil industry. It took "Cap" Rieber and his iron will to put it through.

BUILDERS FOUGHT INDIANS, MOUNTAINS AND A MORASS

As pipe lines go, the Barco line is not very long. Its length, 263 miles, is only the airline distance from Chicago to Columbus, Ohio. Many a U. S. field pipes petroleum double that distance. But the Barco builders faced three big obstacles—Motilone Indians, mountains and the morass of the Magdalena Valley. They are the reasons it cost \$18,000,000 just to build the line.

The Motilone Indians are probably the most unfriendly savages in the hemisphere. They live in the Barco jungle, hate the white man and keep out of his sight. But they haunt his trails and camps, shoot him with arrows that are 5 ft. long and tipped with saw-toothed heads. Eight oil-company employees were killed by Motilone arrows.

The mountains were the greatest obstacle. They are the eastern cordillera, a northern range of the Andes, which rise suddenly out of a flat valley. Easiest way to get oil out of the Barco would be to pipe it some 90 miles across Venezuela to Lake Maracaibo. But Colombia will not permit its oil to be shipped out through Venezuela. So Barco's product has to be sent through three pumping stations to push it over the mountains and across Paso Capitan Rieber (Rieber Pass), 5,284 ft. high, which is named for The Texas Corp.'s chairman.

From the mountains, the pipe line drops into the long low Magdalena Valley, crossing under the Magdalena River or its tributaries three times on the way. Every day the rain would wash out part of the road and the patient workers would have to rebuild it. In the rainy season, the humid malarial valley is virtually all under-water.

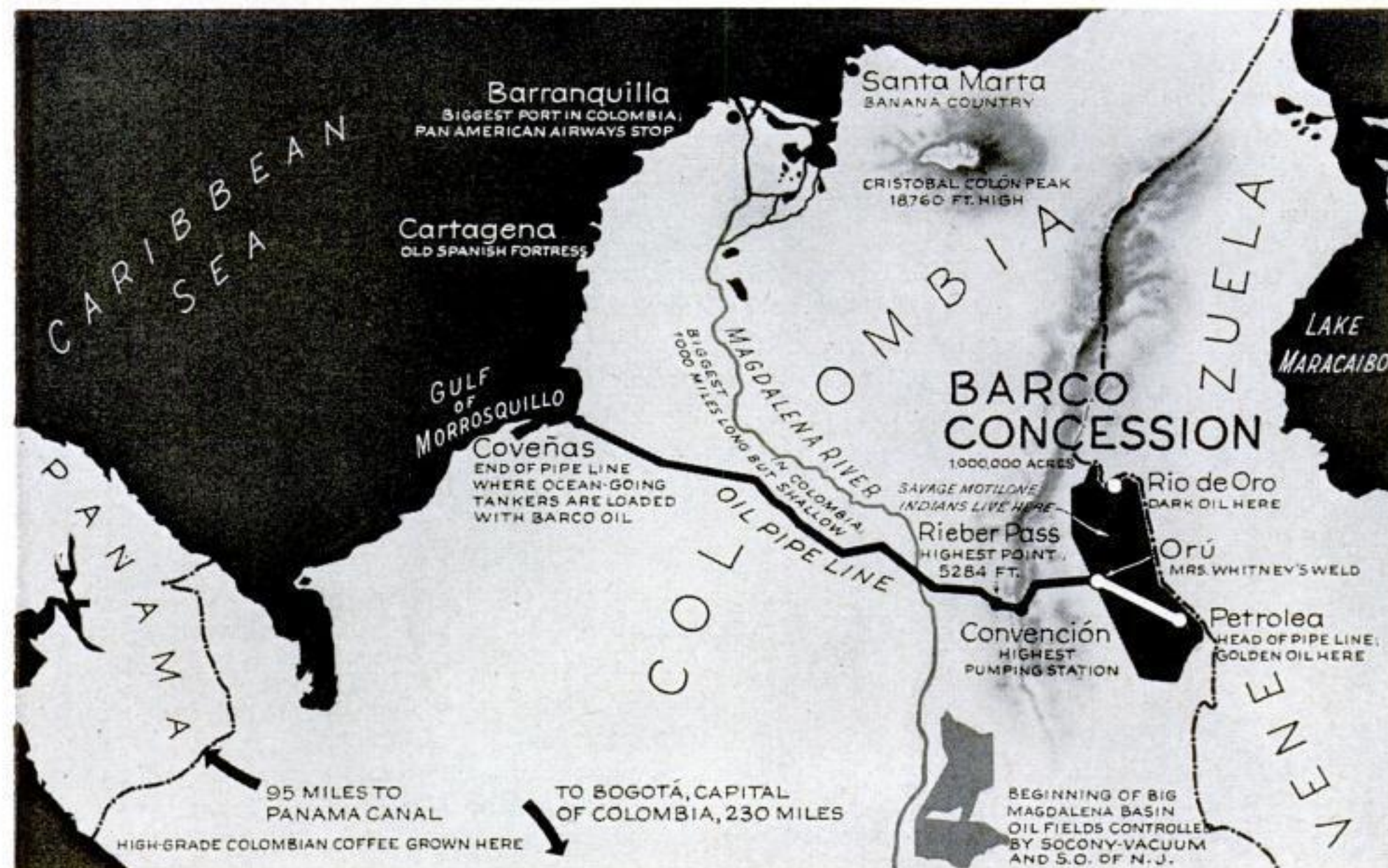
How much oil lies under the Barco, no one knows. Texaco and Socony expect to get their \$40,000,000 investment back within a few years. By 1941, they must stake out their final claims, turn half the concession back to Colombia. Currently there are 62 producing wells scattered through the jungle, all of them around Petrolea. Here the oil that comes out of the ground is not the usual thick dark crude, which is also found in the concession, but a bright gold-green liquid. It yields 49% gasoline on straight-run refining, double the yield of ordinary crude.



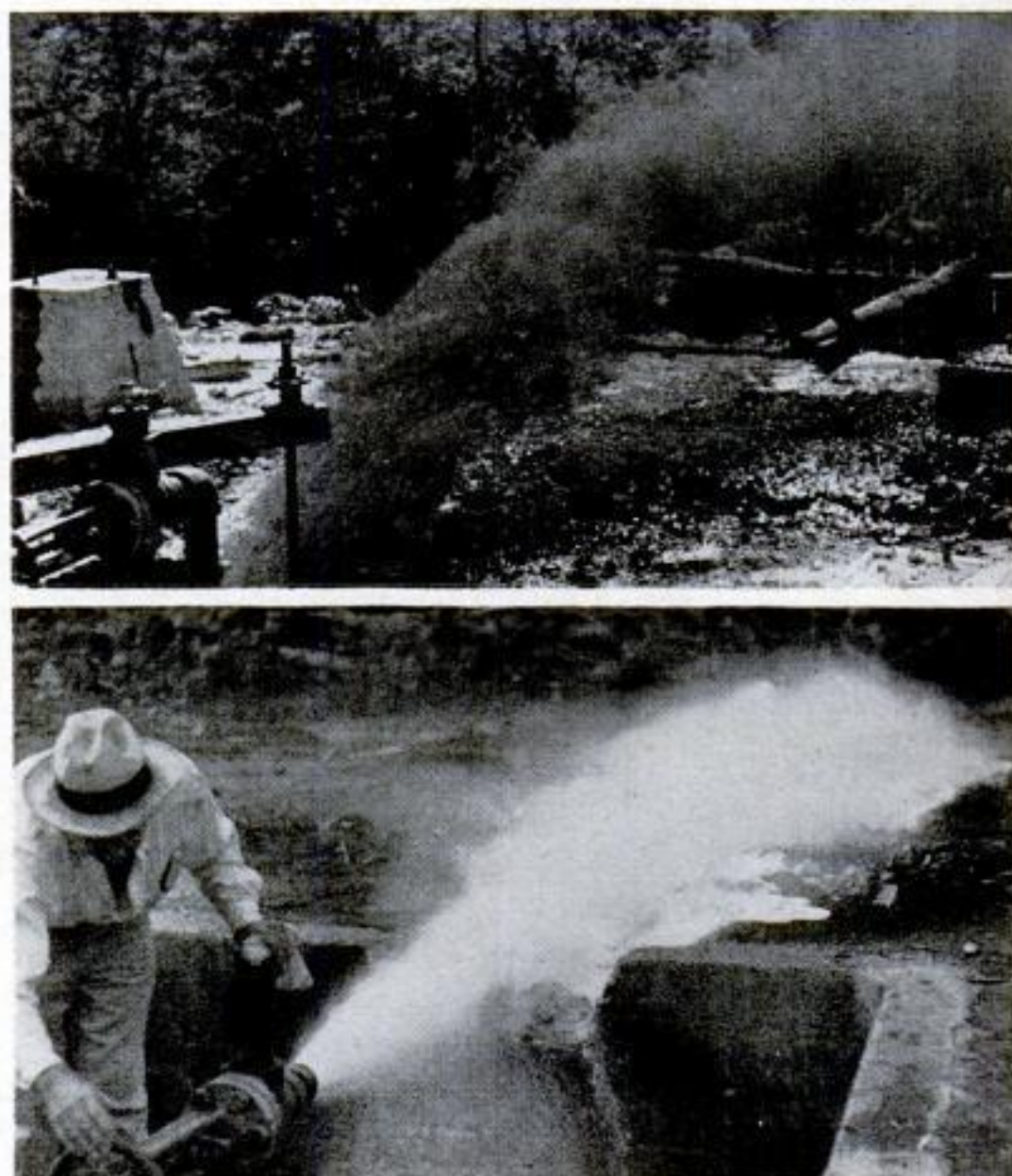
HIGHEST PUMPING STATION ON THE LINE IS HERE AT CONVENCION. ROAD AND PIPE LINE SNAKE UP MOUNTAINS

The route of the pipe line across Colombia is shown on map below. The Barco concession is on the border of Vene-

zuela on the east side of the mountains which the pipe line must climb before coming down into the Magdalena Valley.



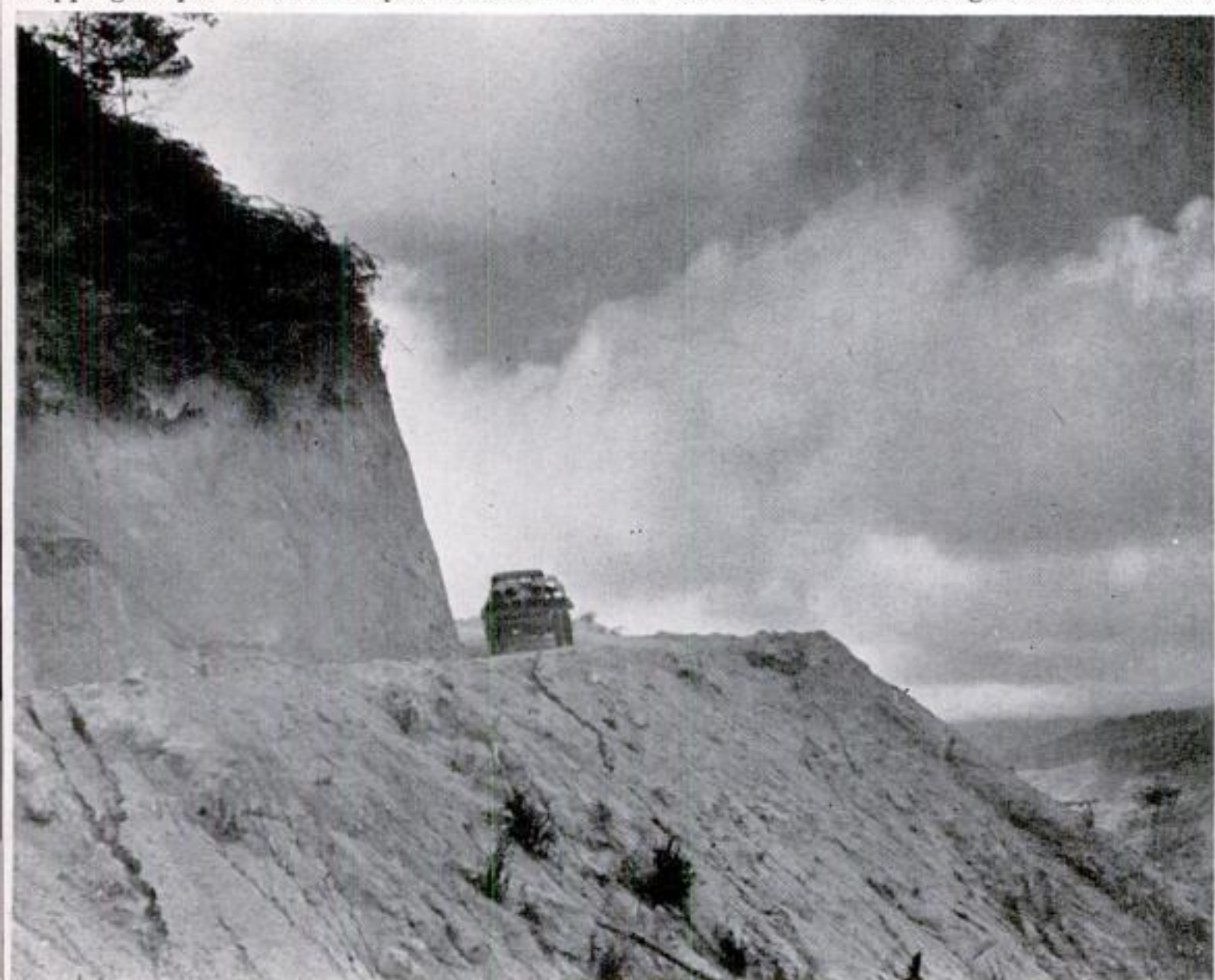
Difference in oil is shown below. Top picture: ordinary "dark" crude from Rio de Oro. Bottom picture: Petrolea's "golden" oil.





FROM LEFT. RIEBER PASS, HIGHEST POINT ON THE LINE, IS OFF TO THE RIGHT

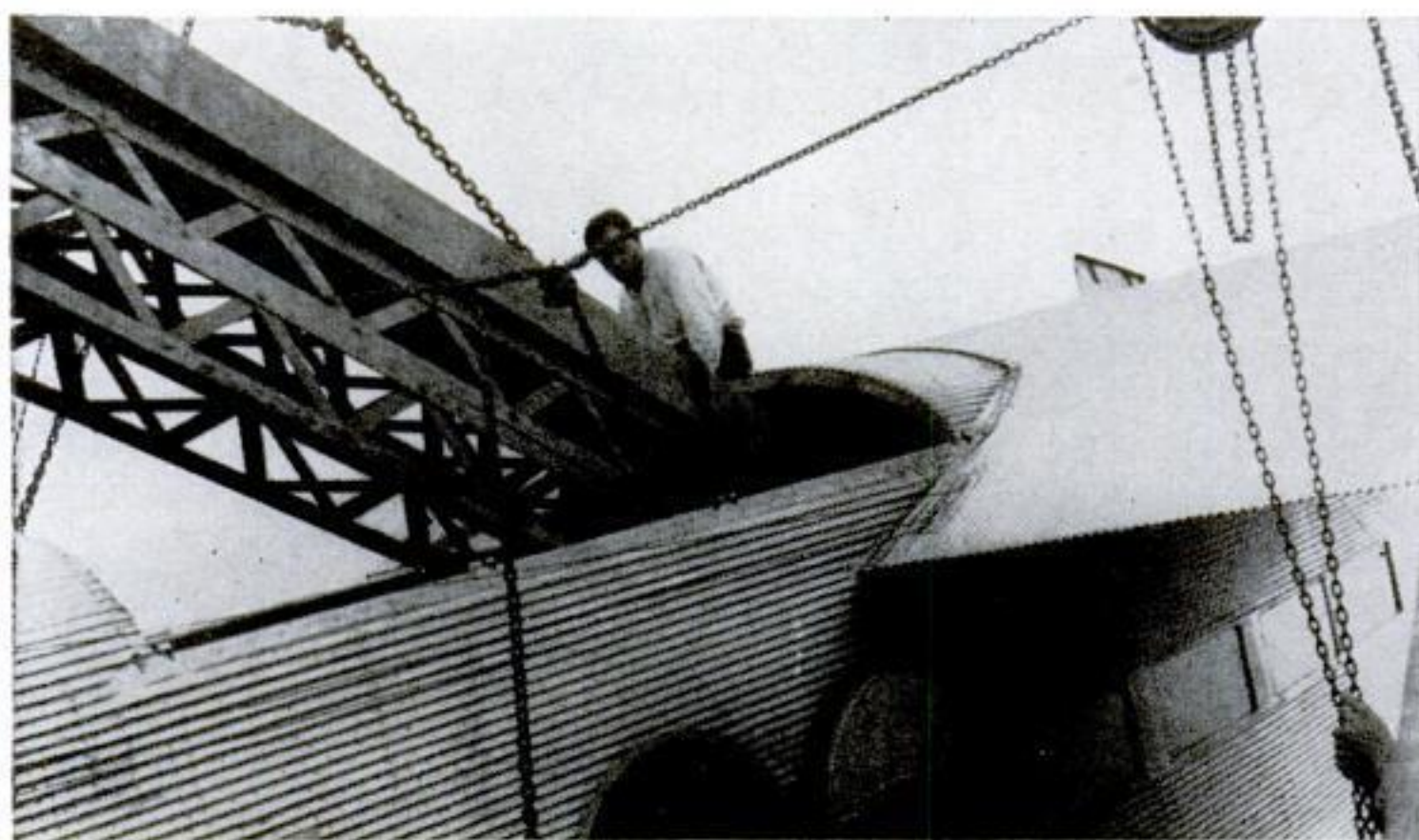
Road to the Barco twists and squirms up and down the mountains, is full of hairpin turns, heart-stopping drops. The oil companies built road for their own use, must now give it to Colombia.



Over a cliff goes the pipe which, having climbed up one range of peaks near Orú, drops suddenly into a gulch before climbing the next set. The terrain which the pipe line traversed was not only difficult but also absolutely unexplored. The men at the left give an idea of the scale. The ladders were built by the first men in the bush to enable them to climb out. Eventually this section, like the rest of the line, will be covered with earth.



Wells are drilled back in the tangled jungle. To shade drillers from the torrid sun, sides of the derricks are covered with palm fronds. Greatest depth of present wells is 2,000 ft.



Bridge girders were loaded into planes and flown over the mountains. This one is for the 250-ft.-long Rio Tarra bridge, which was designed so that parts would fit into plane fuselages.



Trucks were battered from collisions around hairpin bends. Most curves were blind and all drivers had to hurry. As a result, hardly a truck came out without a smashed radiator.

AIRPLANES CARRIED 11,000,000 LB. OF FREIGHT OVER MOUNTAIN AND JUNGLE



CHARLEY ATWELL, BARCO BOSS

Charley Atwell has built canneries in China, marine terminals in the Philippines, oil refineries in Argentina. But he never tackled anything tougher than the Barco pipe line. He was construction boss. Hardest part of his job was getting supplies into the jungles and over the mountains. Some were carried by truck, some by river boat but most had to be carried by airplane.

Atwell bought a fleet of six big Ford tri-motored planes, a speedy Lockheed and two smaller Stinsons. They carried a total of 11,000,000 lb. of freight. They flew in all the parts for a 250-ft. suspension bridge, as well as power and refrigeration plants, concrete mixers, trucks, tractors, food, plumbing and payroll money. Landing places had to be cut out of virgin jungle. When the first Ford came down at the Tarra field, she nosed over in the soft ground. There was no heavy roller around so the plane was righted and for days gangs of laborers pulled her back and forth across the field until the runway was hard enough for take-offs. Only one plane accident occurred: a jungle crack-up that killed two fliers.

Once the roads and bridges were built, big fleets of stringing trucks hauled sections of pipe across the country. At the busiest time, 5,000 native workers were employed, bossed by 400 men brought down from the U. S. The subsidiary company that laid the line is named South American Gulf Oil Co. According to the harassed and hard-working men from the States, its initials, SAGOC, stood for *Suffer and God Only Cares*.



Airports were hacked out of the jungle. This is at Rio de Oro. Fields were small but at busy times, heavily loaded planes were coming down or taking off once every seven minutes.



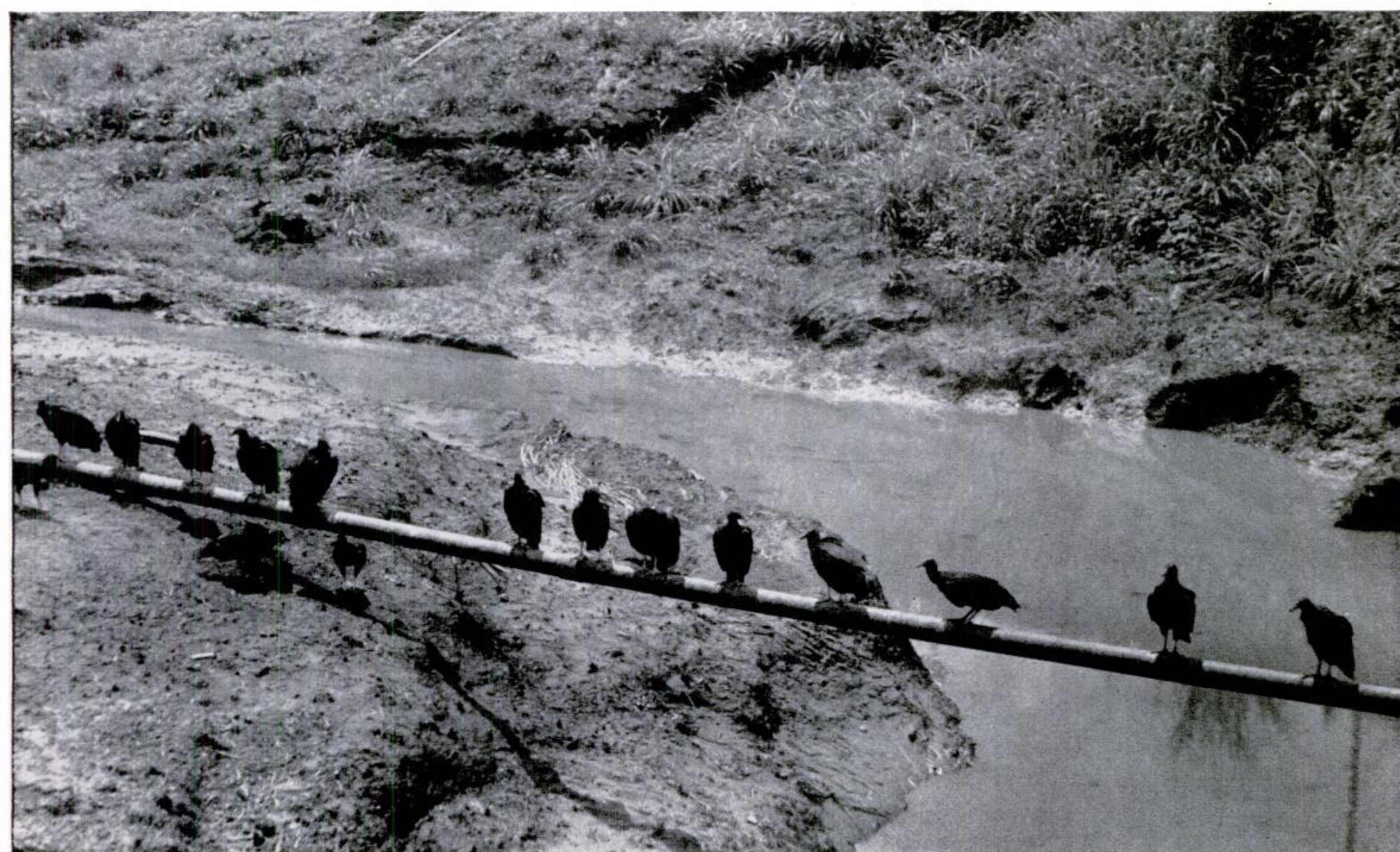
River boats were screened along their sides as a protection against long, deadly Motilone Indian arrows. This is the Rio de Oro on which supplies were brought up to Petrolea.



Tractor men used large beach umbrellas to shade themselves from the intense tropical sun. In flat spots like this, the work

went fast and a crew of "cats" (Caterpillar tractors) could lay up to 400 ft. in a day. Frequently, several lengths were

welded together, then laid. Before the pipe was buried, it was wrapped in heavy paper, then covered with hot asphalt.



Vultures roosted on the feeder lines near the camp's slaughter house, waiting to feast on scraps. The Colombian jungle

teemed with wild life. The workers had to watch out for big boa constrictors and beautiful but deadly coral snakes.

Down in the swamps, the humid air was filled with malarial mosquitoes, hard-biting tropical bugs and lovely butterflies.

LIFE ON THE NEWSFRONTS OF THE WORLD

Roosevelt talks tough to Russia and Japan while Russia talks tough to Finland

To bellicose old Senator Carter Glass, rasping from his sickbed last fortnight, the proposal to keep American ships out of the European combat zone was "a proposition utterly destitute of courage and moral sense." "This country," he barked, "went into the World War to vindicate its rights on the high seas, and now to relinquish these rights through fear of Hitlerism is to dishonor our dead." Last week Congress roundly rejected the Virginia Senator's view. The House swiftly shuttled the Neutrality bill



GLASS

to conference and its conferees, after a football huddle for photographers (below), promptly joined the Senate's spokesmen in tossing it back for final passage and the President's signature (see p. 22). Meantime the nation continued watching what happened to a U. S. ship which had entered Europe's war-roiled waters before the new law took effect. Having embroiled America and Russia in a hot diplomatic dispute while it was harbored in Murmansk, the captured U. S. freighter, *City of Flint*, edged down the Norwegian coast under command of its German prize crew. Everyone knew that if anything should happen to the ship, and especially to its American crew, the U. S. would be plunged into a real quarrel with Germany and Russia. At Hauge-sund, Norway, Germans brought the ship into port, ostensibly to have a sick American crewman treated. Norwegian authorities found the man had only a bruise, called this insufficient excuse under international law for bringing a captured ship into a neutral port. Forthwith they interned the German crew, turned the ship back to its American captain. Germany bristled protest at this "exceptionally unfriendly act" by Norway. And the *City of Flint* still faced many a mile of warship-filled and mine-strewn waters before it would be safely out of Europe's brawl.



CONGRESSMEN

Tough Talk. Bowling over Senator Glass's bogey that a spineless America is getting ready to take things lying down, President Roosevelt last week talked very tough to two of the world's great powers. Already irked by Russia's obdurate behavior over the *City of Flint*, he was further angered when Soviet Premier Molotov, reporting to the Supreme Soviet, rapped out at him for "meddling" in Russian-Finnish affairs and asserted that America would only



ROOSEVELT

"intensify, aggravate and protract" the war by repealing its arms embargo for the sake of "big profits." First through the voice of his Secretary Steve Early, the President cracked back at Premier Molotov by accusing him of a meddling attempt to influence the impending

House vote on the Neutrality bill. Then with his own tongue, making scandalous diplomatic talk, the President answered a press-conference query about whether he was going to recall the U. S. Ambassador to Russia by observing that bad manners should not beget more bad manners.

Meantime in Tokyo, the President's Ambassador Joseph Grew, who last month publicly announced that Americans are good & sore about Japanese trampling on their rights in China, followed up with a call on Foreign Minister Nomura on Nov. 4. Bluntly he warned that unless Japan mends its ways, it can expect plenty of trouble, possibly in the form of an embargo on all U. S. exports to Japan. Heads were sagely nodded by those who have thought from the first that America's most likely role in the current war would be to keep the Japanese in line while the British are busy in Europe.

Great Russia. After 20 years of hibernation, the imperialism of the Great Russians, the world's most rapacious conquerors, was last week lashing across northern Europe. Anxious diplomats from Finland seemed willing to give Russia four offshore islands and perhaps a strip of territory near Leningrad. But they flatly refused to permit Russian troops and warships to take over the port of Hangö on the Finnish mainland. In the midst of the negotiations, Soviet Premier & Foreign Commis-



MOLOTOV

sar Molotov, himself a Great Russian, last week delivered himself of a remarkable speech to the Supreme Soviet called to welcome the "liberated" peoples of eastern Poland, now Russia. After calling the British the aggressors in a war "reminiscent of the religious wars of the Middle Ages," and congratulating the Soviets on the conquest of Poland and their fine new relations with Germany, Estonia, Latvia and Lithuania, he turned to Finland. His chief complaint seemed to be directed against President Roosevelt's request that Soviet Russia respect Finland's sovereignty. "One might think," said Molotov, "that matters are in better shape between the U. S. and, let us say, the Philippines or Cuba." (The U. S. dropped formal diplomatic control in Cuba in 1934 and is trying to get rid of the Philippines by 1946, over the protests of the Philippine president.) Molotov noted that relations with Turkey had deteriorated, as a result of the Anglo-Turkish treaty, and those with Japan had improved. He noted furthermore that the total population of Finland is scarcely more than that of the city of Leningrad (3,500,000).

This fact, however, did not stop the official Russian newspaper *Pravda* from screaming three days later that the Finns "are inciting to war," grimly adding that they were talking much as did Poland's Foreign Minister Beck before the holocaust: "provocatively." Such official press talk the world was beginning to recognize as the formula preliminary to invasion and conquest.

"Change of Guard." Rumor of the week was a story from first-class sources in Italy that what ails Mussolini is a bullet in the eye received during the Turin maneuvers in August. He is supposed to have suf-



MUSSOLINI

fered a paralysis and acquired a glass eye. On Oct. 16, he appeared in public (see cut), looking poorly, on the eve of the 17th Anniversary of the March on Rome in 1922. Right behind him was Fascist Party Secretary Achille Starace. Last week in a great Fascist "change of the guard," Il Duce fired Starace, Propaganda Minister Dino Alfieri, Army Chief Pariani and a half-dozen other Fascist head men. Some of them had been particularly friendly to the Germans, as their jobs required. The Allied press joyfully tried to interpret their demotions as a slap at Germany.

Football Hero. The season's first big-league football tragedy took place in Princeton, N. J., on Nov. 3, where Donald Grant Herring Jr., 237-lb. tackle and son of a football hero of 1907, underwent amputation of his left leg. Six days earlier, in the first quarter of the Princeton-Brown game, an opposing player hurled himself at Herring in a fearful block, tore the main blood vessel of his leg beyond repair. All week surgeons tried vainly to restore circulation. A few hours before his team went into action against Harvard, Herring was told he could never play football again.

His loss was the second major disaster suffered by Princeton teams in the last two years. In the fall of 1938, William B. Lynch died of heart attack during practice. Throughout the U. S., football casualties have been diminishing year by year since 1931. Last season 17 players died as the result of football injuries. Of these, only two were on college teams.



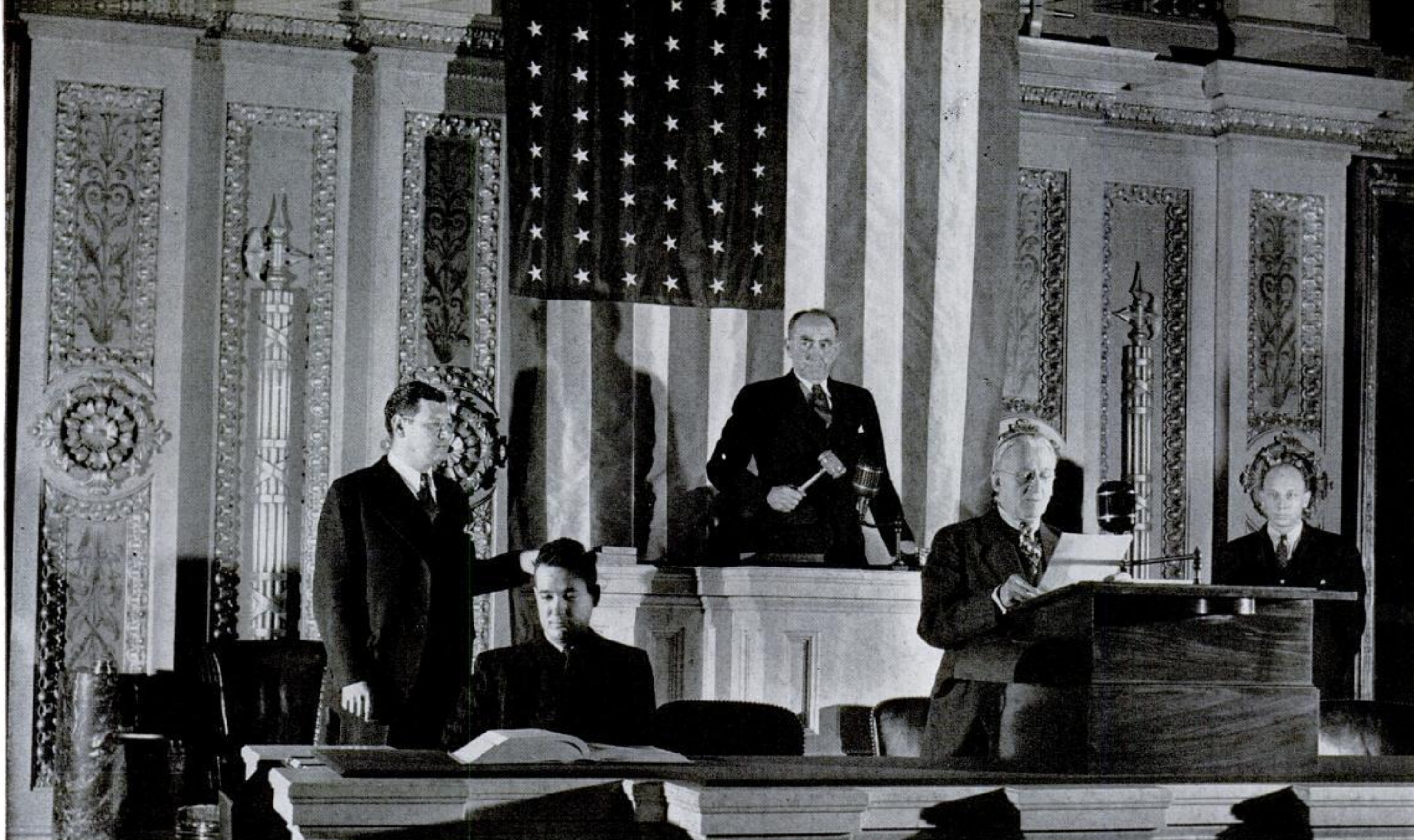
HERRING

PICTURE OF THE WEEK

The insolent behavior of Japan's armed forces in Asia have long been a pain in the neck to Americans there. On Oct. 28, this unpleasant feeling was made even more acute when the Japanese sailor on the opposite page took his stand on American soil in the Hawaiian port of Hilo and created another "incident." The Japanese training ship, *Yakumo*, carrying midshipmen on a cruise, put in for a "good-will visit" and stationed the sentry beside the gangplank. Signs in Japanese were tacked up requesting that visitors "wash their hands before coming on board and as a matter of courtesy salute the sentry." Over them was tacked the English sign. A U. S. customs officer, H. Stanley Wilson, set out to board the *Yakumo* to present the *Yakumo's* officer of the day with a letter giving the crew the courtesy of the port. He was stopped by the sentry who demanded a salute. Mr. Wilson refused to salute. The sentry refused to let him on the ship. Mr. Wilson yelled for an officer to come ashore, gave him the letter and withdrew. The Japanese Acting Consul General at Honolulu promised a letter on the "Hilo incident."



A Japanese sentry demands a salute from Americans on American soil



SCENE AS HOUSE TOOK UP NEUTRALITY BILL: PARLIAMENTARIAN DESCHLER, JOURNAL CLERK GILL, SPEAKER BANKHEAD, READING CLERK CHAFFEE, MESSENGER MAURER

CONGRESS KILLS THE ARMS EMBARGO AND U. S. BEGINS SHIPPING PLANES TO WAR

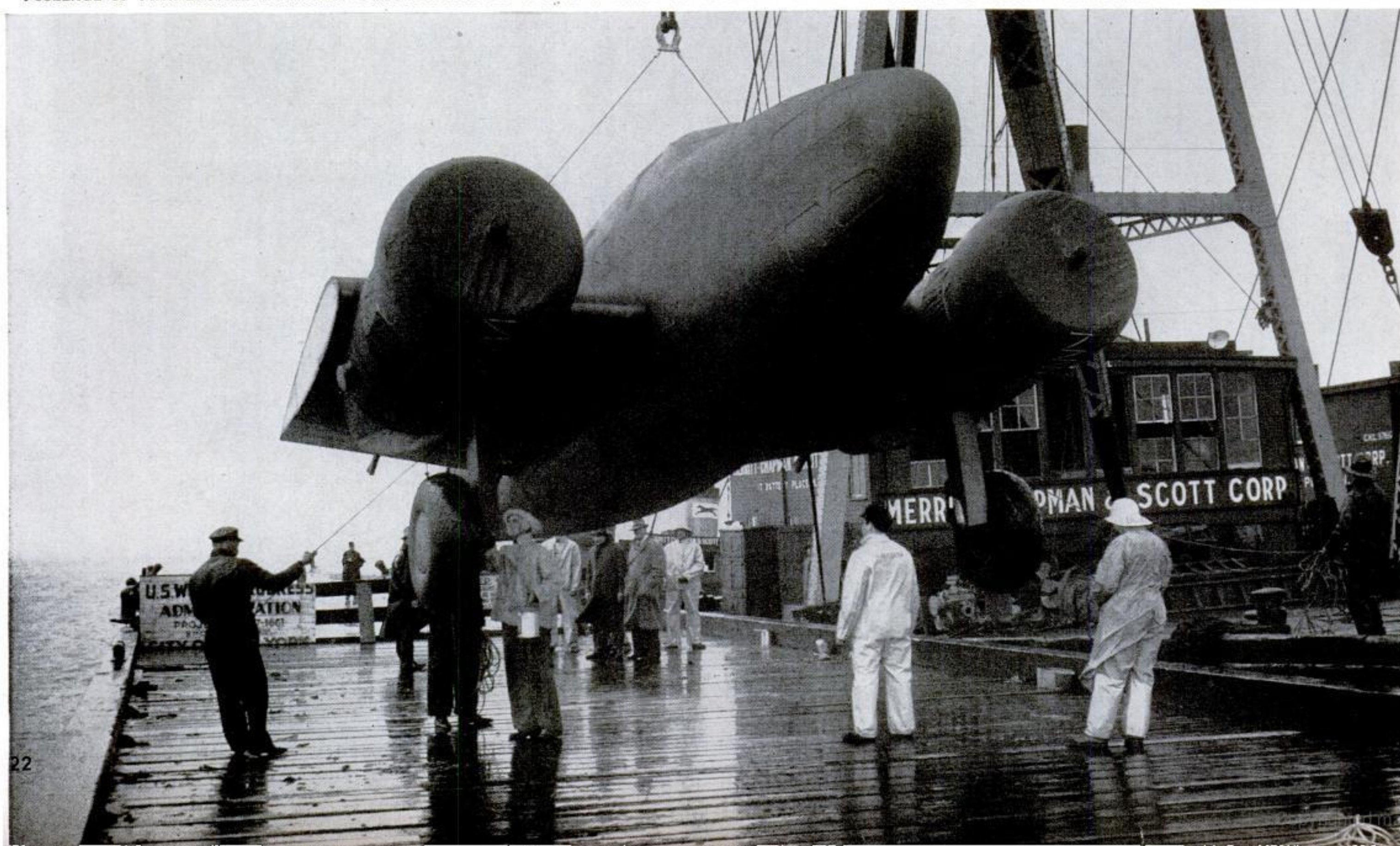
Fifty-three hours after Speaker Bankhead banged his gavel and Clerk Chaffee began reading, as shown above in a picture especially posed for LIFE, the U. S. House of Representatives on Nov. 2 approved the embargo-repealing Neutrality Act of 1939 by vote of 243 to 181. With the last squiggle of President Roosevelt's pen as he happily signed the bill two days later, it became entirely legal for Britain, France and Germany to buy all the U. S. munitions they could pay for and carry away.

Immediate effects of the bill's passage were two. Three United States Lines ships, the *Washington*, *President Roosevelt* and *American Farmer*, which had been priming for a last trip to Europe, cancelled their sailings. Neutrality of 1939 makes it illegal for

any U. S. ship to enter the European combat zone, though they may go anywhere else. It is also illegal for any U. S. citizen to travel on a belligerent ship. Americans who want to go to Europe will have to travel by plane or on a neutral ship.

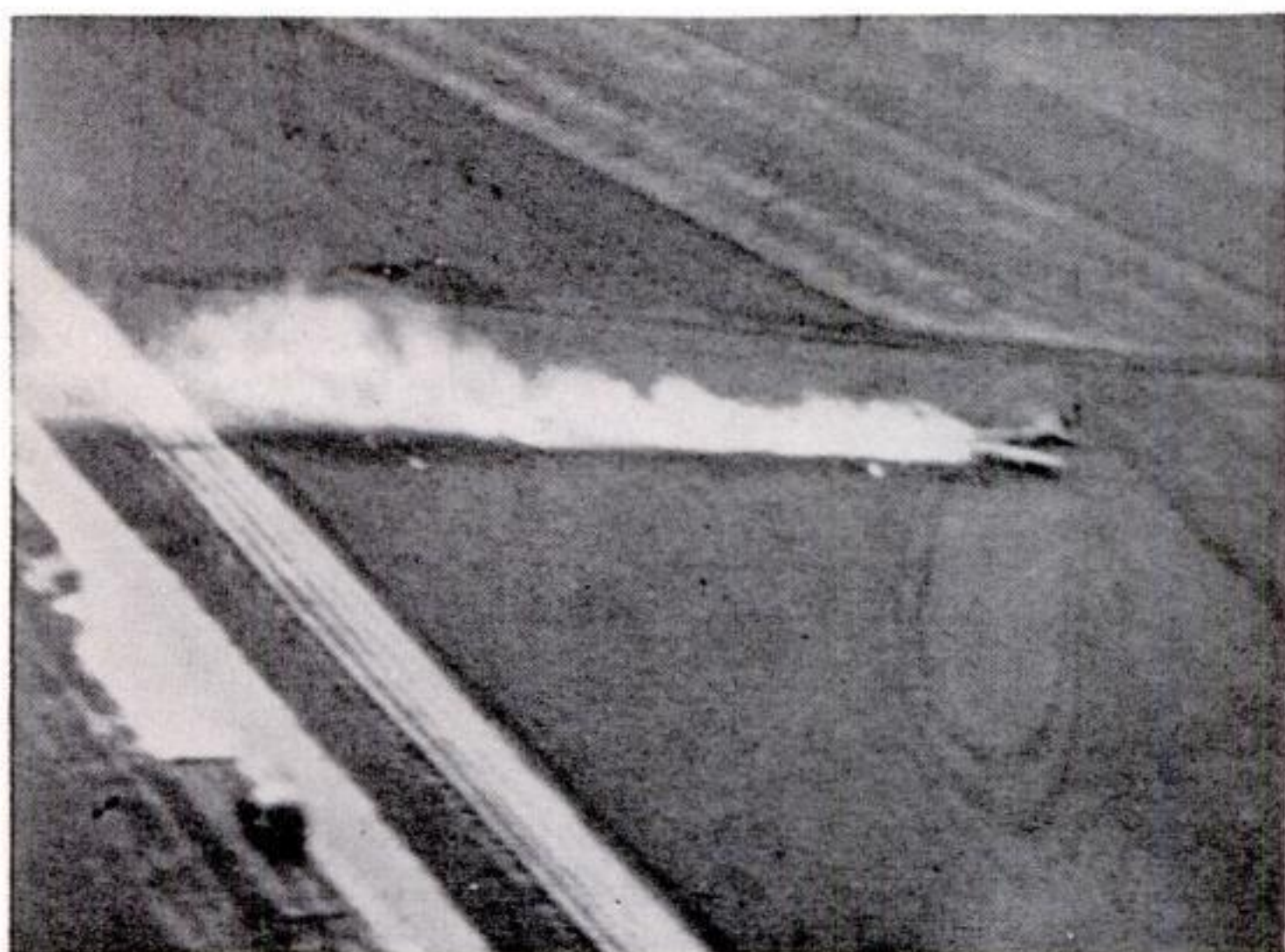
The other quick effect was to speed shipment of 900 U. S. warplanes ordered by Britain and France before war began but held up by the arms embargo (*see below*). Meantime the U. S. buzzed with anticipation of Allied munitions orders, estimated as high as \$1,000,000,000, to be placed in the next few weeks—the vast bulk of them for airplanes. A Paris dispatch of Nov. 3 reported that U. S. planes now in service in the war have yet to lose a single encounter with faster but less maneuverable German planes.

FUSELAGE OF TWIN-ENGINE LOCKHEED BOMBER IS HOISTED ABOARD A BARGE IN BROOKLYN TO BE TRANSFERRED TO STATEN ISLAND AND THENCE SHIPPED TO ENGLAND

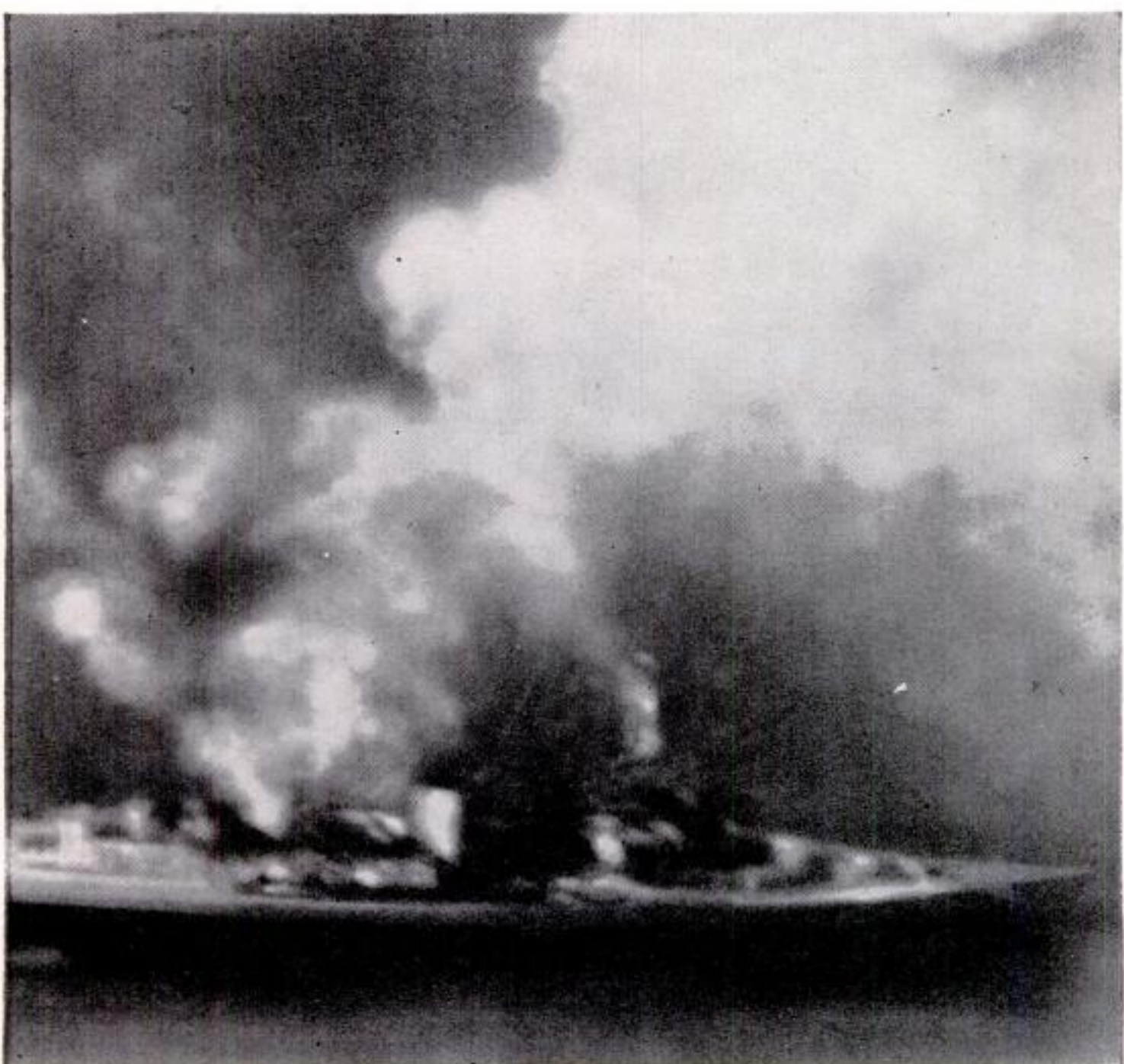


GERMAN PLANES BRING HOME PICTURES OF ATTACK ON THE ROSYTH NAVAL BASE

Much like naval superiority, superiority in the air is something that increases by geometrical progression as it is applied. Example of what superiority or inferiority would mean to England was the feeler raid made by second-line German Dornier bombers on the Rosyth cruiser base on Scotland's Firth of Forth, Oct. 16. Last week the Germans released two amazing photographs (*below*) purporting to have been taken by air photographers in the fight over Rosyth. One was offered to prove the German boast that they had shot down two British pursuit planes. It was supposedly a picture of a British Hawker Hurricane landing in flames beside the Firth of Forth. The Germans also claimed to have made direct hits on two British cruisers, the *Edinburgh* and *Southampton*. Actually only bomb splinters swept the decks of the two ships and a bomb sank the *Southampton's* barge and pinnacle. At lower right is the London *Daily Express* picture version of the fight, showing the bombers diving on the cruiser anchorage inside the great Forth cantilever bridge. At upper right in drawing is Edinburgh's port of Leith.



This disabled plane, landing in smoke and flame beside the Firth of Forth, the German photographer claims is one of two defending British fighters shot down by the German bombers.



British cruiser "Edinburgh" is hit behind the second stack on the port side, according to the German photographer who sneers at "British claims that the only casualty was one dog."



A German fighter pilot turns to watch a British pursuit plane that has whirled past him at 330 m.p.h. Below is a British drawing of the German attack on the Firth of Forth Bridge and the Rosyth base. Scots refused to take cover, watched the prolonged fight with pleasure.



NEW YORK & SAN FRANCISCO FAIRS

Three thousand miles apart, America's two great Fairs, which together had drawn over 35,000,000 visitors, closed their gates at October's end and left on their walks and byways the fallen leaves of 1939. Taps, a brief extinction of lights, and then a dawdling noisy exodus of crowds brought to an end San Francisco's Golden Gate Exposition early in the morning of Oct. 30. Forty-eight hours later, New York's World of Tomorrow terminated its season quietly, obscurely, in a dreary Halloween rain.

All last week, directors of the two Fairs talked arithmetic. That the World of Tomorrow would reopen in 1940 was an accepted fact. Its chairman, Harvey D. Gibson, proclaimed his Fair in thriving condition. Yet cash on hand totaled \$1,129,000 against a bonded indebtedness of almost \$24,000,000. Fate of the Golden Gate Exposition was in doubt. Bankrupt, it declared \$4,607,000 in debts. On Nov. 3, creditors decided to release \$500,000 cash against another season, provided additional funds (\$1,100,000) can be raised.

The world on which New York's and San Francisco's Fairs had opened their gates was a world still technically at peace. But war soon exploded in administrative offices on Treasure Island and Flushing Meadows. Officials of both fairs saw that gate receipts, far below expectations, would never meet the enormous expenses incurred in quest of beauty, spaciousness and pretension. There were rows over admission fees, publicity



On Halloween, last night of the New York Fair, floodlights converted the Perisphere into a gigantic jack-o'-

lantern. But scarcely anyone was there to see it. An all-day rain closed exhibits early and kept crowds away.

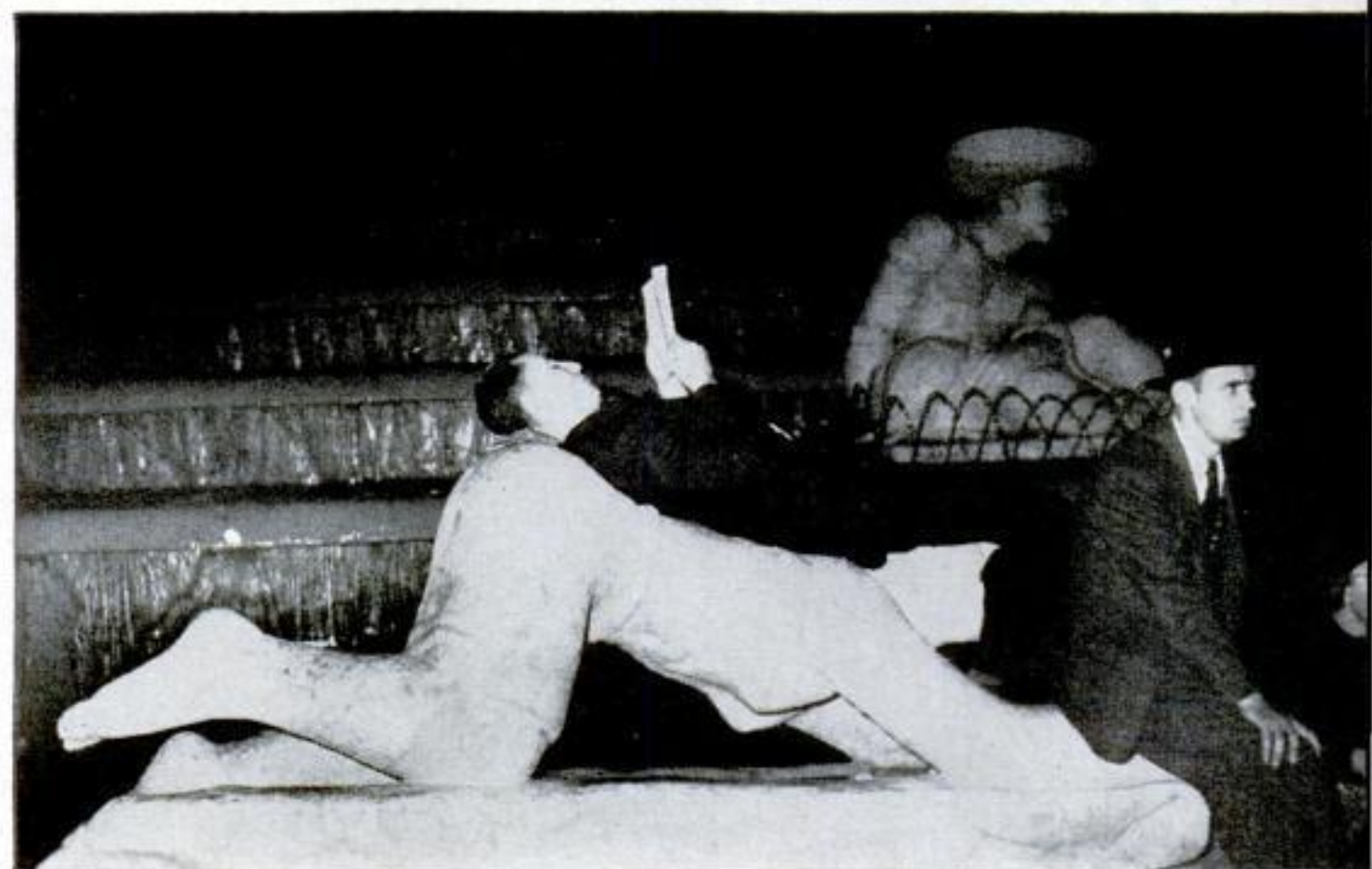


Fair employees had plenty of free time on closing night. Here a pair embrace at a bar while friends, a Marine, and a few outsiders look on.

SAN FRANCISCANS WHOOP IT UP ON LAST DAY OF GOLDEN GATE EXPOSITION



Blissfully nude, this young woman went swimming in the lagoon of the Court of Nations. While late-stayers goggled, Fair police tossed blankets over her, hustled her to cover.



A visitor relaxes atop the much-criticized statue, *South American Girl Grinding Corn*. Other Fair statues were decorated with bits of paper, shrubbery, flowers and articles of clothing.

CLOSE GATES ON THE 1939 SEASON

and the feminine form. Sally Rand's Dnude Ranch at the Golden Gate Exposition was temporarily clothed. At the World of Tomorrow, critics applauded General Motors' Futurama, the Aquacade, the Swedish Pavilion—among others—but complained of high food prices and low entertainment quotients in the amusement area, where on successive weeks showgirls took off brassieres, put them on, took them off again. Both Fairs lost their top men before the season ended. San Francisco's Harris Connick resigned in May. New York's Grover Whalen was shipped off to Europe early in the fall.

At the World of Tomorrow the most intricate tricks of ballyhoo and finance were applied to lift ledgers out of the red. During the midsummer almost every day brought some new special cut-rate or combination-ticket scheme. Late in the season, too late to help much, the Fair's lofty dignity was abandoned in favor of a jollier carnival atmosphere.

For 1940 Mr. Gibson has announced a shorter season (May 25-Oct. 29), a 50¢ gate, more fun. Withdrawal of frightened and discouraged European exhibitors may be counterbalanced by heavy emphasis on Latin America, perhaps with troupes of lively dancing girls from south of Panama. Under intelligent management, the World of Tomorrow may yet become what it was intended to be—a thriving successful symbol of the best and brightest things in a society of free men.



Fairwell parties were driven indoors by rain. Guides, cashiers, chair operators celebrated, tried to forget that they would soon be jobless.



Ten thousand names were scribbled on George Washington's statue during Children's Day, held final week

of the Fair. Admitted for a nickel, hordes of school-children stormed the grounds and terrified concessionaires.



A Folies Bergère dancer fondly kisses a guard goodbye. Though the Fair officially ended at midnight, it took over three hours for the rollicking crowds to filter from the grounds.



Exposition cashiers waited all summer for chance to wade in the Tower of the Sun fountain. Clear skies, a temperature of 84°, drew year's second largest crowds on closing day.

A BRITISH CONVOY CROSSES NORTH SEA

This remarkable picture shows a sight rarely seen by landlubbers. The five ships at left are merchantmen bringing timber and iron and wood pulp and cheese and butter to England. Next comes a British destroyer of the escort, zigzagging around and between the merchantmen in a ceaseless search for German U-boats. In far distance is a sixth merchantman; in right foreground, a second destroyer and, beyond, a seventh merchantman. The scene is the North Sea, a perilous body of water today. It is littered with mines. German U-boats and sea raiders lie in ambush. And even in peacetime it is a cold and stormy sea.

Last week a story came out of an attack, Oct. 14, by three U-boats on such a convoy from Gibraltar just after its warship escort had left it. The Germans sank three British and two French merchantmen in short order, the biggest single haul ever made by submarines against the convoy system, which lost only 120 of nearly 100,000 ships convoyed in the first World War. The U-boats had apparently followed the convoy out to sea, waiting for the warships to leave. Total October losses to British shipping were reported as only 80,000 tons as against 154,000 for September. Other shipping sunk totaled 150,000 tons.

Germany on the other hand claimed its U-boats had sunk 500,000 tons of British shipping, exclusive of warships.

A new kind of menace struck for the first time at a convoy, Oct. 21, when twelve German planes attacked a convoy in the North Sea, were driven off by British planes summoned from shore and by warships' anti-aircraft guns. The British claimed that the Germans sank no ships, lost seven of the twelve planes used.

Until the U. S. withdrew its merchant ships from belligerent waters, the Allied navies had seized some 30 American ships. In fact, most had reported dutifully at control bases at The Downs, Weymouth, Kirkwall, Gibraltar, Haifa and Brest, and were promptly released. Last week England's first prize court requisitioned two captured German freighters.



Convoying British cruisers of Southampton class, crossing North Sea, point their 4-in. anti-aircraft guns at the sky.

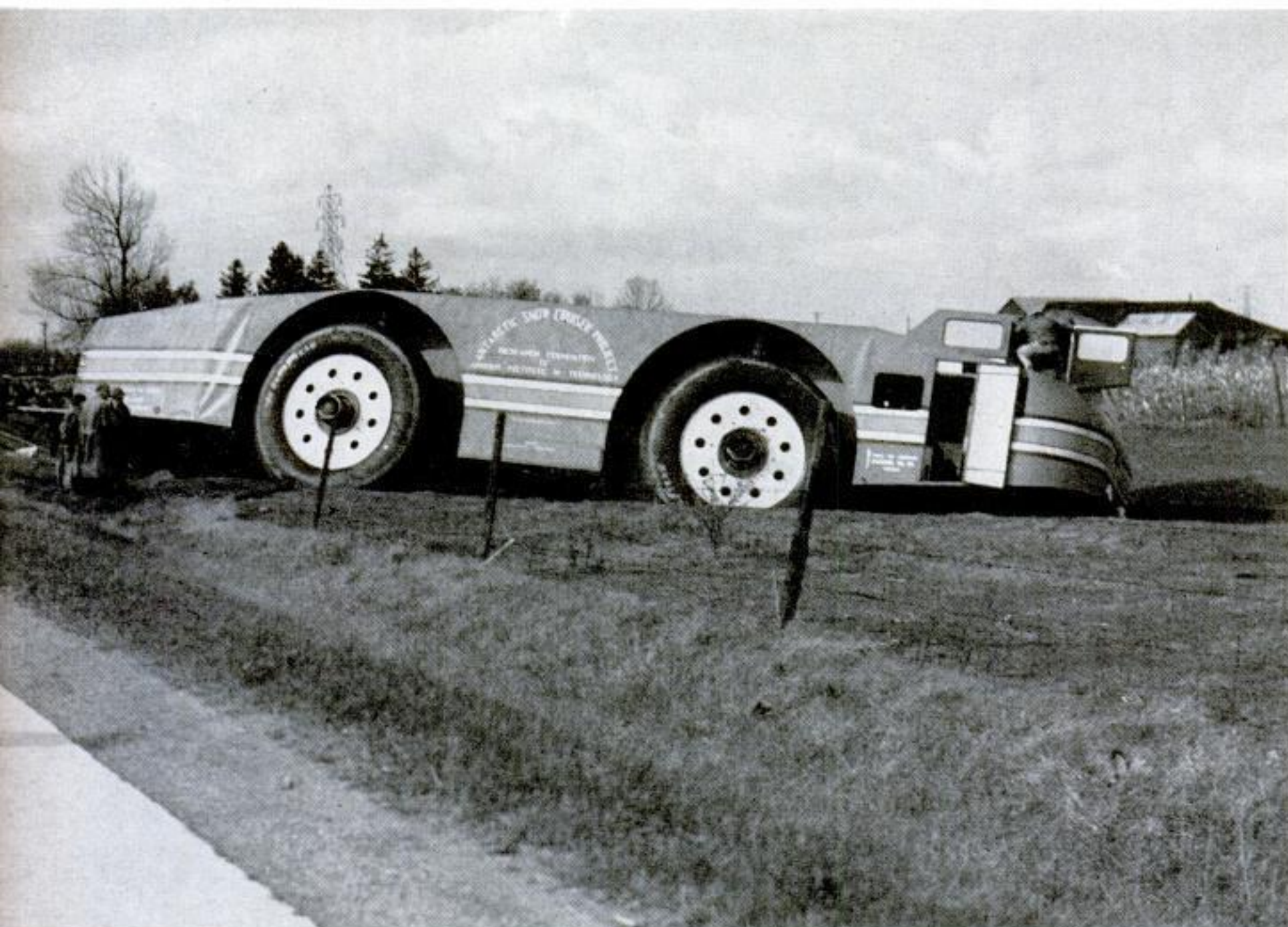






The snow cruiser's initial scrape came when it got stuck beneath the 39th Street viaduct on Chicago's Outer Drive during its first test run. After 15 minutes

it was dislodged but it could not quite make Grant Park, its first overnight stop, and had to be parked instead in a regular parking lot near Soldier Field.



In Mrs. Cleo Watkin's cow pasture near Gomer, Ohio, the \$150,000 polar invention settled nose first in a shallow 10-ft. stream named Pine Run (above). Thou-

sands of curious people came to see the weird sight of a 55-ft.-long snow cruiser lying helpless a few yards off the famous transcontinental Lincoln Highway.



GIANT SNOW CRUISER COMES TO GRIEF IN OHIO COW PASTURE

Newest invention in polar exploration is the \$150,000 snow cruiser (LIFE, Oct. 30) which Admiral Richard Byrd plans to take with him on his Antarctic expedition, due to leave Boston Nov. 9. Designed and operated by the Research Foundation of the Armour Institute in Chicago, the man-made pachyderm weighs 37 tons, carries a crew of four men, is built to go 5,000 miles at a cruising speed of 10 m.p.h. In practice, however, it has been a disappointment so far.

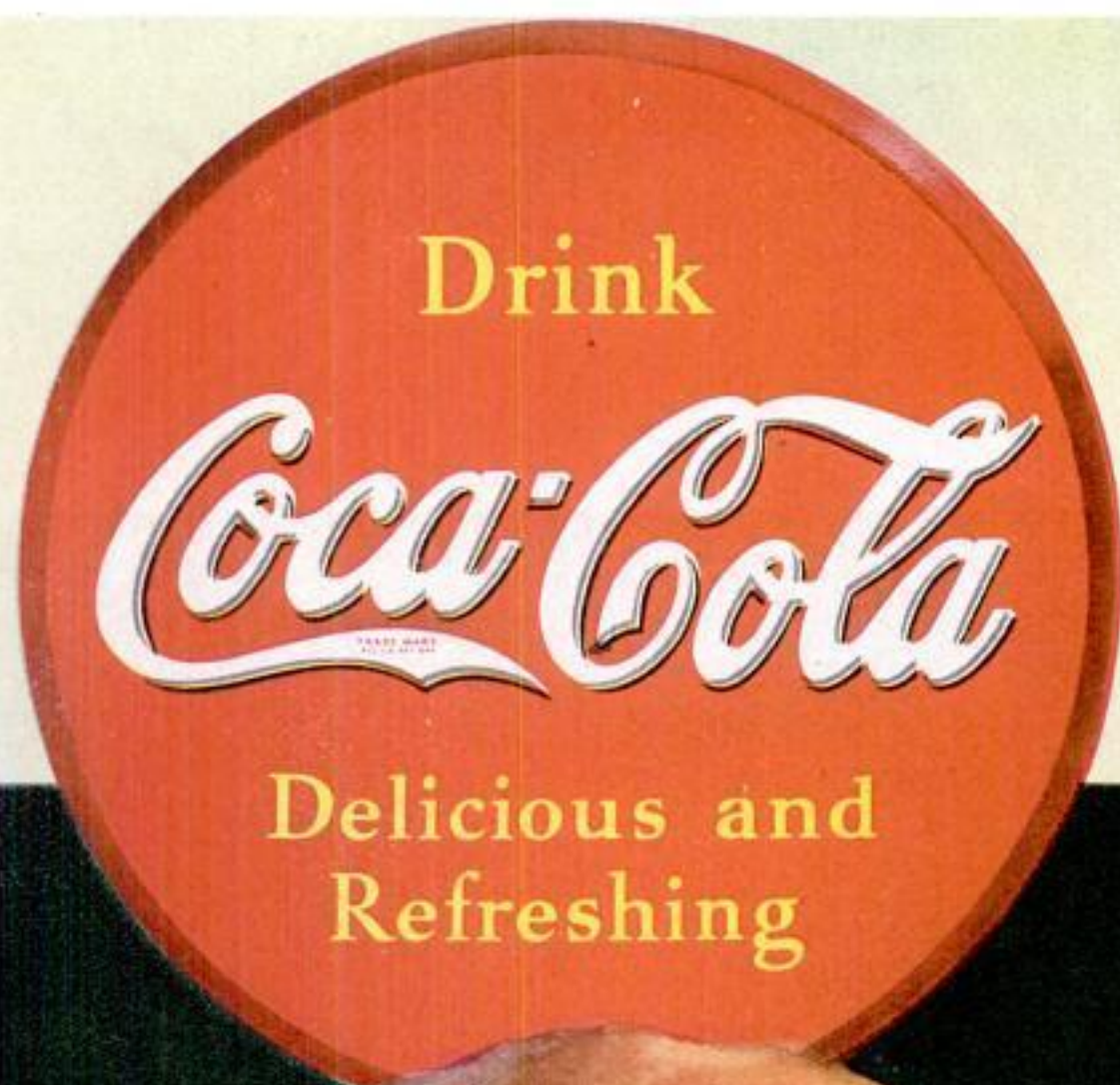
The first trial run was in Chicago, Oct. 24, prior to a 1,100-mile run to Boston. Over 13 miles of smoothly paved streets, the cruiser managed to make only 10 m.p.h., although its top speed is supposed to be 25. It had difficulty turning corners, stopped suddenly, completely and without explanation twice, and got stuck for 15 minutes under a viaduct (left, above).

Next day the trip to Boston began. The cruiser rolled into Gary, Ind., at speeds up to 20 m.p.h., and was taken off the main road for a brief test in climbing "snowdrifts." In this case the snowdrift was a sand dune 12 ft. high. Six tries failed, but on the seventh the cruiser went over the top with the help of a 50-ft. running start.

On the road to Boston again the cruiser had a minor collision with a truck in Columbia City, Ind. Next day it struck the corner of a bridge near Gomer, Ohio, and careened downhill into Pine Run, a 10-ft. stream. There, in the middle of Mrs. Cleo Watkin's cow pasture, it lay helpless with its nose buried in a mud bank. After 70 hours of rescue work, the cruiser was hauled back on the road. Undaunted it started off for Boston and the Antarctic once more. Meanwhile from Boston, word had come that Byrd might have to push off before the lumbering snow cruiser arrived.



Cruiser is so wide (18 ft.) that it almost covers a two-lane concrete highway. Its size can be gathered by comparing it with the boy on the bicycle at the right.



The refreshing custom



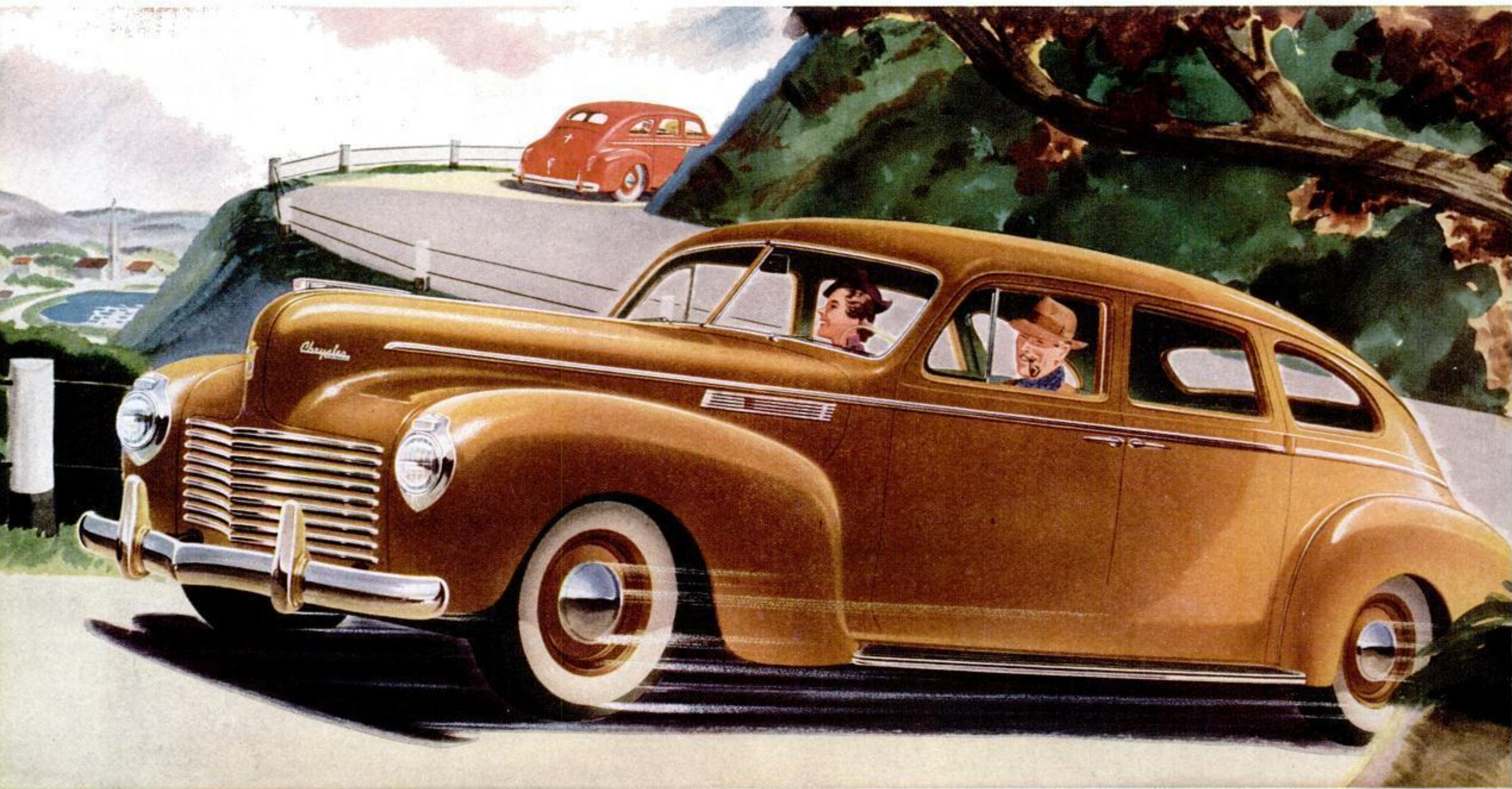
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Over tinkling glasses of ice-cold Coca-Cola friends gather together at the soda fountain. It's the favorite place to enjoy a friendly moment for refreshment. So the custom of a sociable pause for ice-cold Coca-Cola has become a part of everyday life.



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Imagine an engine with working parts super-finished to smoothness as fine as a millionth of an inch! Can you picture how silently and silkily that engine would run?

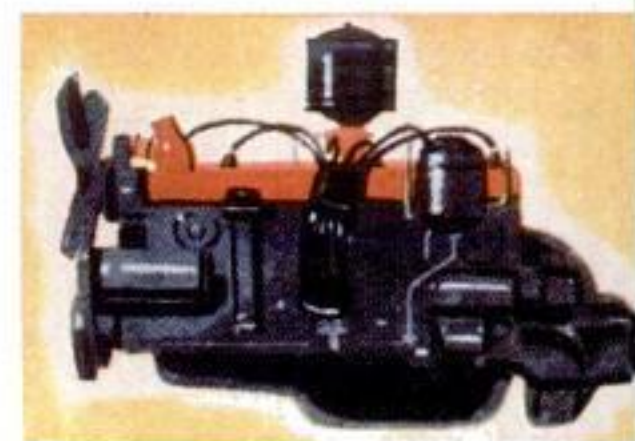
But that's just part of the story! Chrysler's new engines are *High-Torque* engines. That means flashing getaway without effort! On top of that, they are much more powerful. That further reduces effort! And on top of that, they have Chrysler's famous Floating Power! The

result can't be described... but you'll get the thrill of your life when you try it!

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A long glide up... a long glide down... that's the way the Beautiful Chrysler rides on any old road at all! Spring action is held to 90-100 cycles per minute... the same easy rhythm of your normal walk... the pace of the blood through the brain... the motion that's scientifically soothing to human nerves! Scientific weight distribution makes this possible... correct balancing of weights... back seat forward of the rear axle... all passengers

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WHITE FOR BLACK NIGHTS IN LONDON

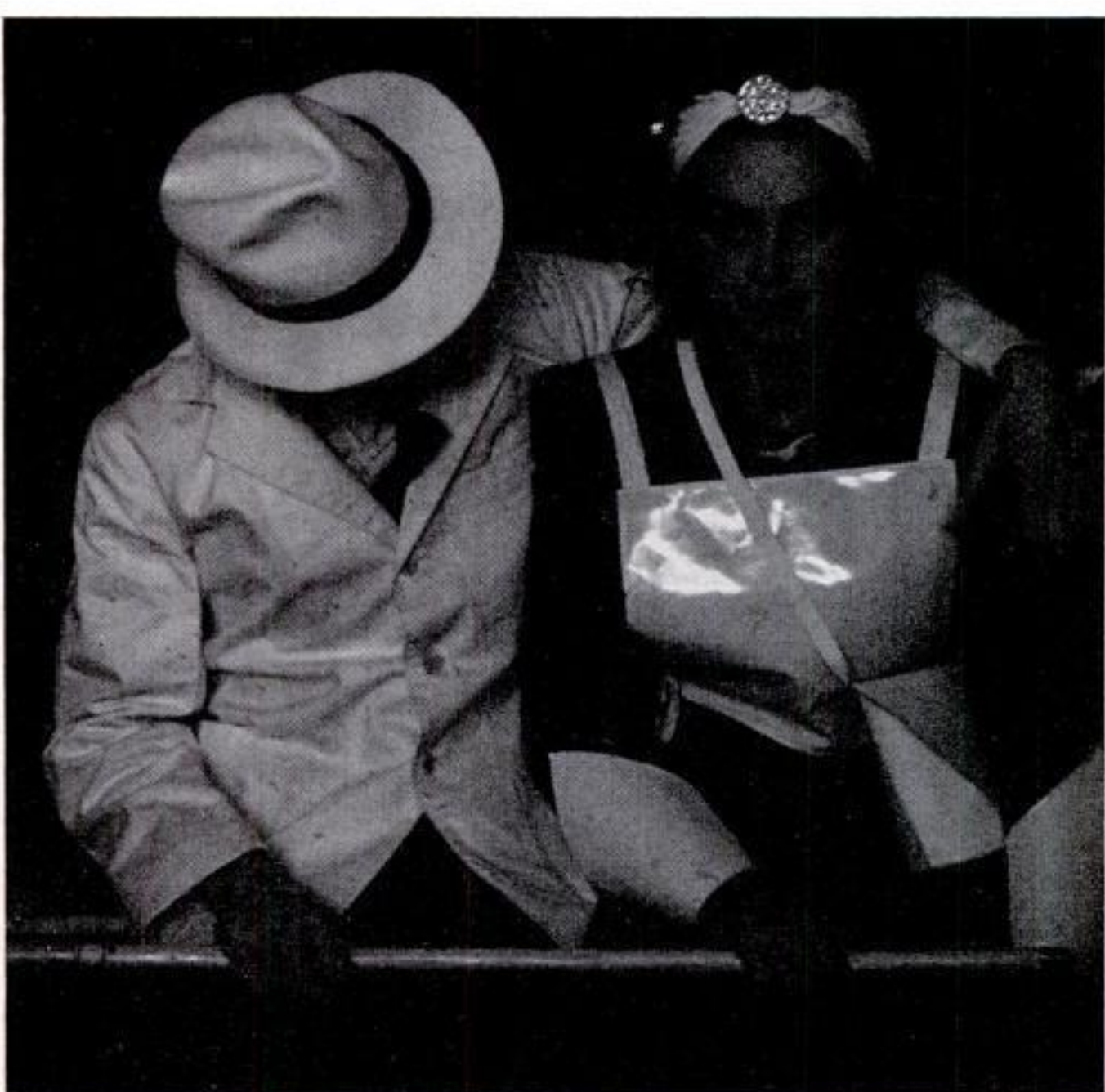
Since a bump from a bus cruising along a lightless street can be as fatal as a piece of shrapnel from an enemy bomber, Londoners are taking their blackout fashions seriously.

The Home Office has issued stern orders about gas masks. Everyone must have his mask with him always. Since no one knows how effective these masks will be, and the air-raid sirens have thus far been false alarms, people are getting negligent about them. But collisions with motor cars and pedestrians during blackouts are real dangers, so night prowlers have voluntarily adopted numerous ingenious devices.

Simplest and most effective of the blackout fashions is the dickey made of shiny white oilcloth, silk or patent leather. Luminous discs are used as belt buckles, lapel and hat ornaments and buttons. As an added precaution on foggy blackout nights, one shop suggests anklets, garters and bracelets of tinkling bells.



By daylight, white accessories recommended for wear during lightless nights seem strangely conspicuous. These were photographed to test light-reflecting qualities.



By moonlight, when this photograph was taken, the blackout accessories made the couple clearly distinguishable. Center ornament on the turban is a luminous disc.

CONTINUED ON NEXT PAGE

Extra fine trains, no extra fare on the

Main Line to Sunshine!

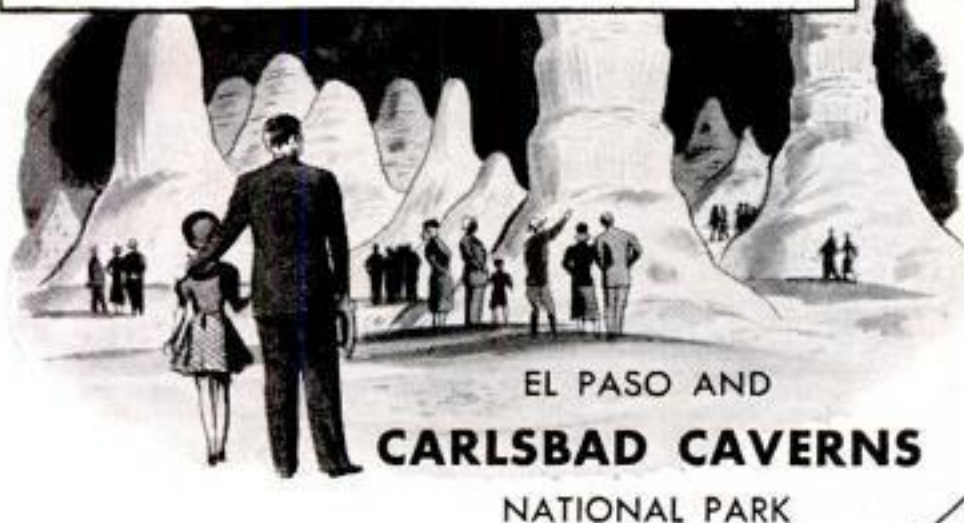
Down through America's sunniest winter region, four great Southern Pacific trains speed you to El Paso and Carlsbad Caverns National Park, to Southern Arizona's western guest ranch country, to Hotel Playa de Cortés (across the border at Guaymas, Mexico), to Palm Springs and all of California.

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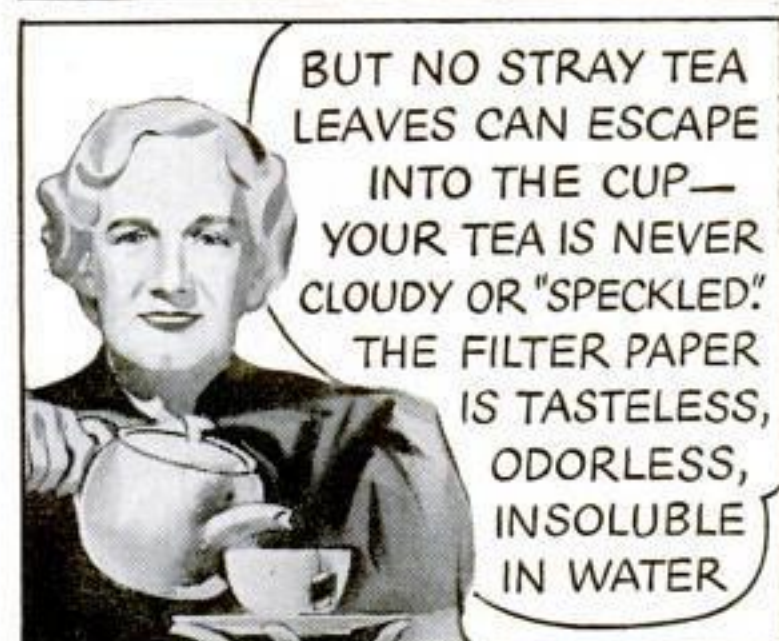
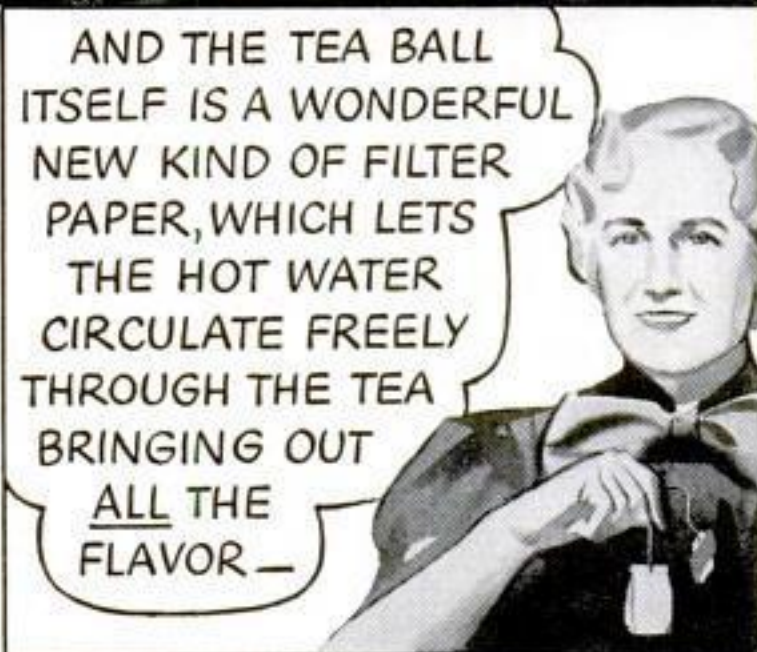
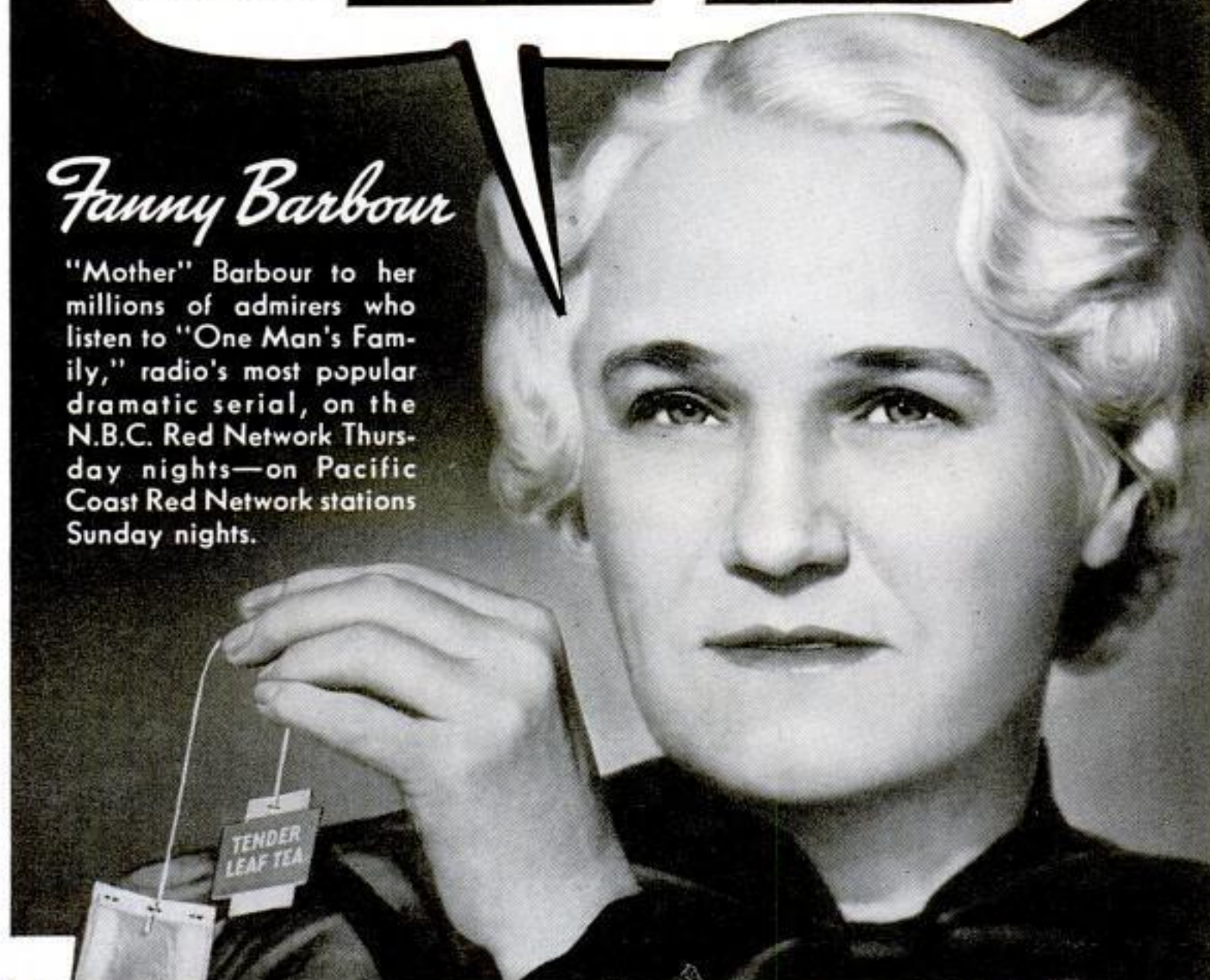
City _____ State _____

Southern Pacific

THE NEW TENDER LEAF TEA BALLS *ARE SIMPLY GRAND!*

Fanny Barbour

"Mother" Barbour to her millions of admirers who listen to "One Man's Family," radio's most popular dramatic serial, on the N.B.C. Red Network Thursday nights—on Pacific Coast Red Network stations Sunday nights.

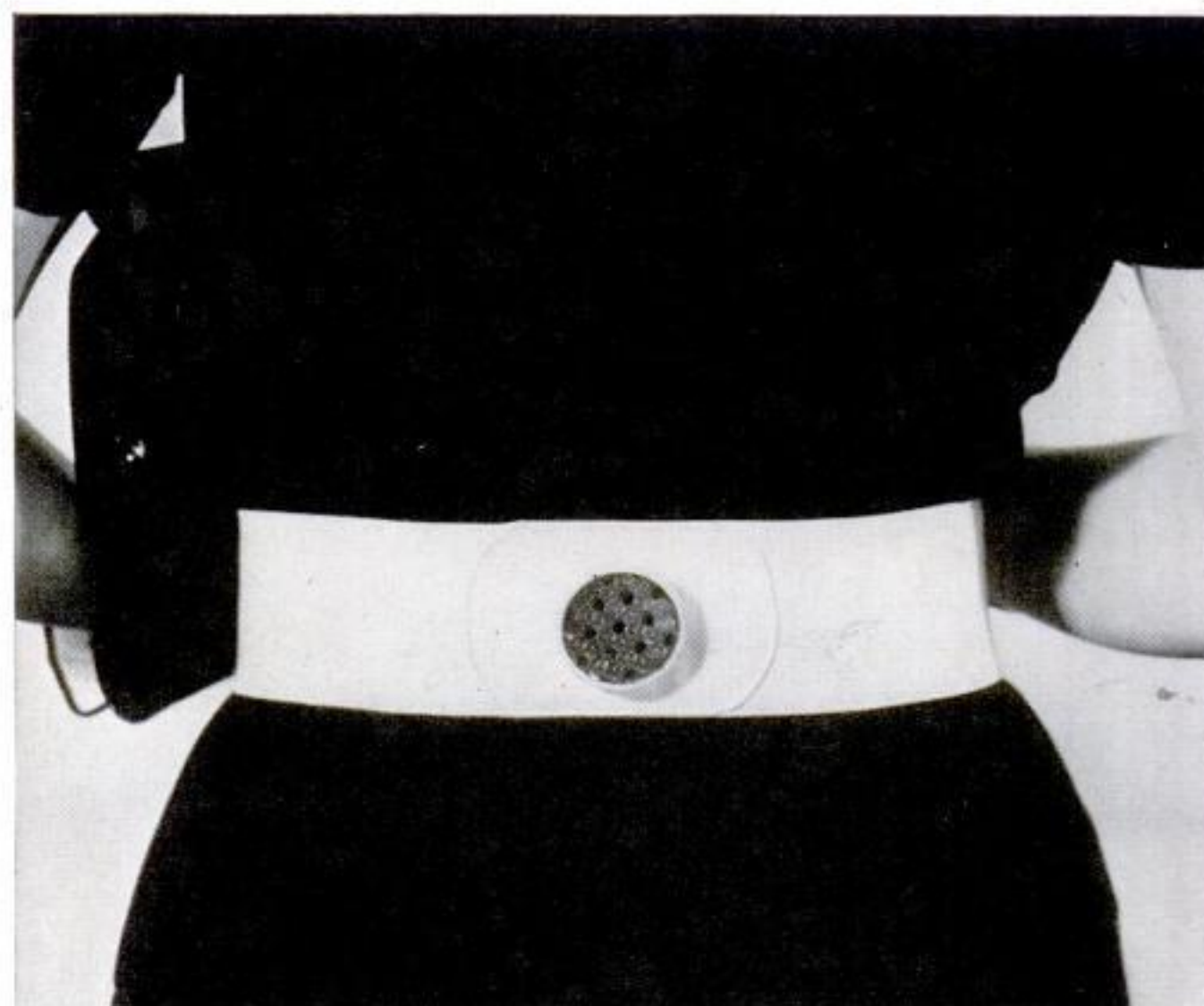


Copyright, 1939, by Standard Brands Inc.

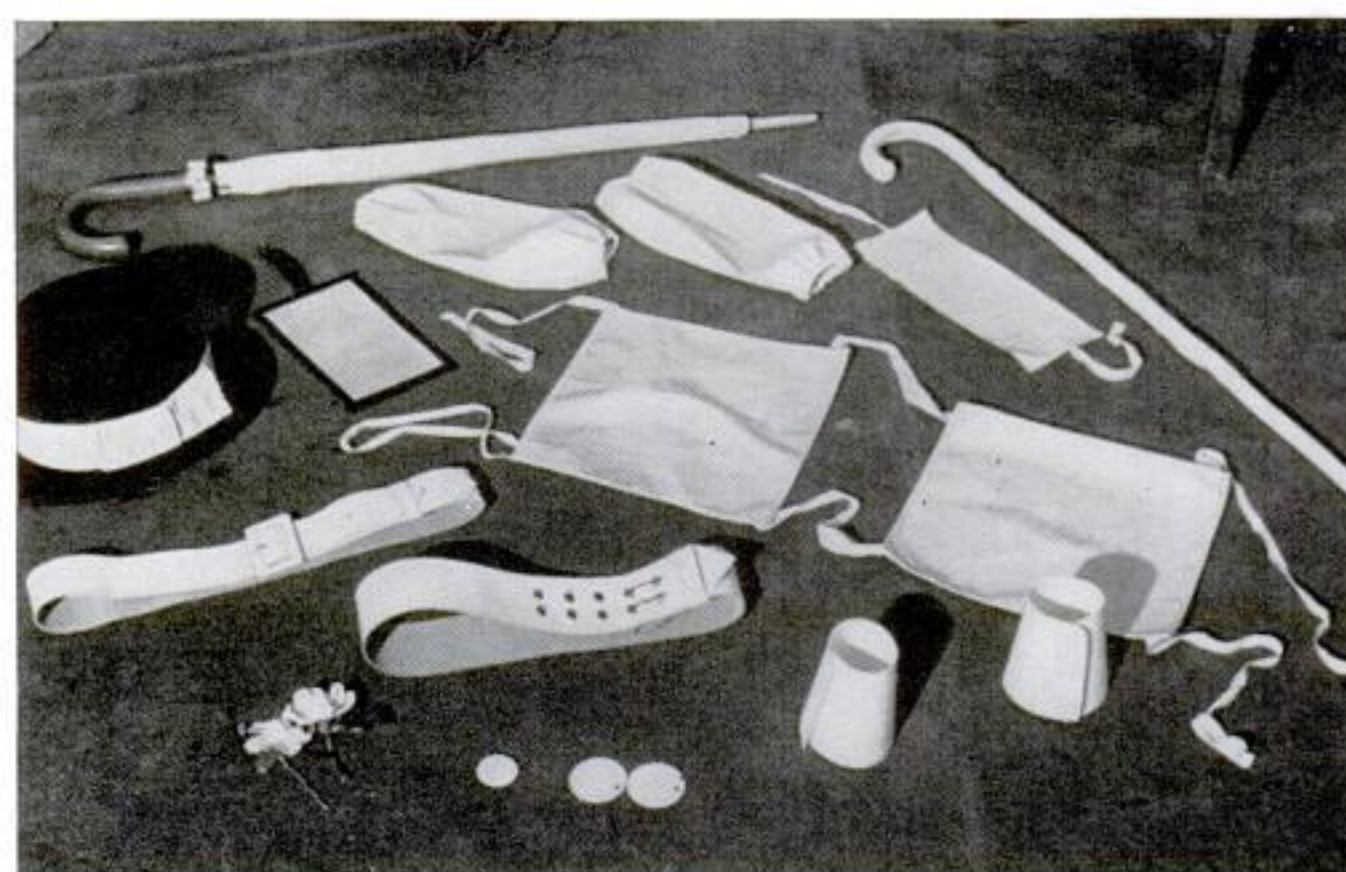


Your grocer has the new, different Tender Leaf Tea Balls, 8, 20 or 100 to the package. Also Tender Leaf Tea in 3½- and 7-oz. packages.

Blackout Fashions (continued)



Red reflector on this white belt functions as a taillight. Wags are suggesting green reflectors to wear in front. Similar white bands are also worn around the head.



Blackout accessories displayed at Selfridge's include identity discs, white cuffs, belts, sticks, hatbands. Dickey goes on over the head, offers front and rear protection.



Rear light in his derby is the device used by this Englishman. The flashlight is covered with a blue-shaded lens to dim glare and is powered by a small battery.



What heavenly comfort awaits you the minute you snuggle into bed on this luscious Beautyrest mattress! You lie on this deep mattress so reposed . . . so gloriously relaxed . . . you can actually feel it *cradle* every tired inch of you. How quickly you drowse off . . . to awaken fresh as a daisy, after a night of sound slumber!

DEEPEST BEAUTYREST EVER MADE!
Luxurious Comfort guaranteed for twice as long!



The heart of New Beautyrest's "luxury comfort!" The New Beautyrest has 837 springs—each in a cloth pocket of its own. The springs are NOT tied together by wire as in ordinary mattresses. Instead, each spring is *separated* from the other. Each yields *independently*. No matter how you lie . . . your hips, your shoulders, your back, your feet receive exactly the right "give."

Far less turning! Because Beautyrest keeps its shape, doesn't "lump up" . . . you don't have to turn it nearly as often. After the felt padding has leveled, you need turn it only 4 or 5 times a year.

Edges that don't sag! Beautyrest has patented sag-proof edges. They can't get out of shape. They bring mid-mattress comfort to the very edges of the bed.

Stays fresh inside! Every Beautyrest mattress has 8 *real* ventilators, not "false" ones. So Beautyrest really "breathes" . . . stays fresh and sanitary inside!



Proof that New Beautyrest lasts longer! Ten different types of mattresses were battered by a 200-lb. Torture Machine in the laboratories of the United States Testing Co., Inc., Hoboken, N. J. The New Beautyrest was still in good sleeping condition after 489,000 poundings. No other mattress stood up even one third as long. That's why the New Beautyrest is guaranteed for ten years' service—although under normal use, it should last far longer!

**LUXURY COMFORT FOR
A PENNY A NIGHT
WITH THE NEW DEEPER BEAUTYREST**

The Beautyrest Box Spring, for use with the New Beautyrest Mattress, is \$39.50. Or get the Ace Coil Spring at \$19.75.

SIMMONS COMPANY

Chicago • New York • San Francisco • Atlanta



Why Beautyrest's "luxury comfort" really costs less! Your New Beautyrest costs \$39.50 (easy time-payments, of course). This price comes down to about a penny a night, based on our 10-year guarantee.

You have seen how Beautyrest lasted 3 times longer than other mattresses under the terrific beating given them by the United States Testing Company. If Beautyrest lasts 3 times longer in a laboratory, it stands to reason that it should *last longer in your home, too* . . . particularly than "cheaper" mattresses. It will give you "luxury comfort" longer! It will actually cost you less over the years! See the New, Deeper Beautyrest at your furniture or department store!

IMPORTANT: If you are shown other mattresses supposed to be "just as good" as Beautyrest, remember that no other mattress in the world gives you *ALL* the advantages of Beautyrest.

Beautyrest is made only by the Simmons Co. So insist upon seeing this label on the next mattress you buy.



TODAY TAKE THE LUXURY RIDE IN THIS BRILLIA



**Biggest Plymouth ever built...Steering Post Gear Shift Standard on all models
...Much Brighter Road Lighting...Greatly Increased Vision all around!**

NEW IN SIZE, new in style, new in ride—this 1940 Plymouth is the *biggest value* you ever saw at such a low price!

Luxury looks, luxury performance, *luxury ride*—that's the story in a nutshell.

Luxurious New Room

Plymouth's front seats are 4 inches wider... wheelbase now 117 inches...there's 10 cubic feet more interior space! And there's a thrilling *lift* in the performance of Plymouth's great Floating Power engine—new smooth-

ness, great economy, longer life, because vital engine parts are *Superfinished*!

Great Luxury Ride

All this finer quality—every new feature—plays a part in the Luxury Ride! New design transmission and clutch make shifting quicker, quieter. And you have the smooth, sure safety of precision-type hydraulic brakes with *Superfinished* drums.

Reminder signals on all gauges...new rear doors, full width at the bottom for easy en-

trance and exit. Running boards are optional...trunks are 5% bigger and illuminated from within for greater convenience at night.

Top Value for 1940

It all adds up to this—Plymouth is America's outstanding example of great automobile value-giving at *low price*! And don't miss Plymouth's *Luxury Ride*...take it today!

BE SURE YOU SEE THE LOW-PRICED 1940 PLYMOUTH COMMERCIAL PICK-UP AND PANEL DELIVERY.

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NEW LONGER, WIDER, ROOMIER, RECENTLY STYLED 1940 PLYMOUTH



THE LOW-PRICED BEAUTY
with **THE LUXURY RIDE**

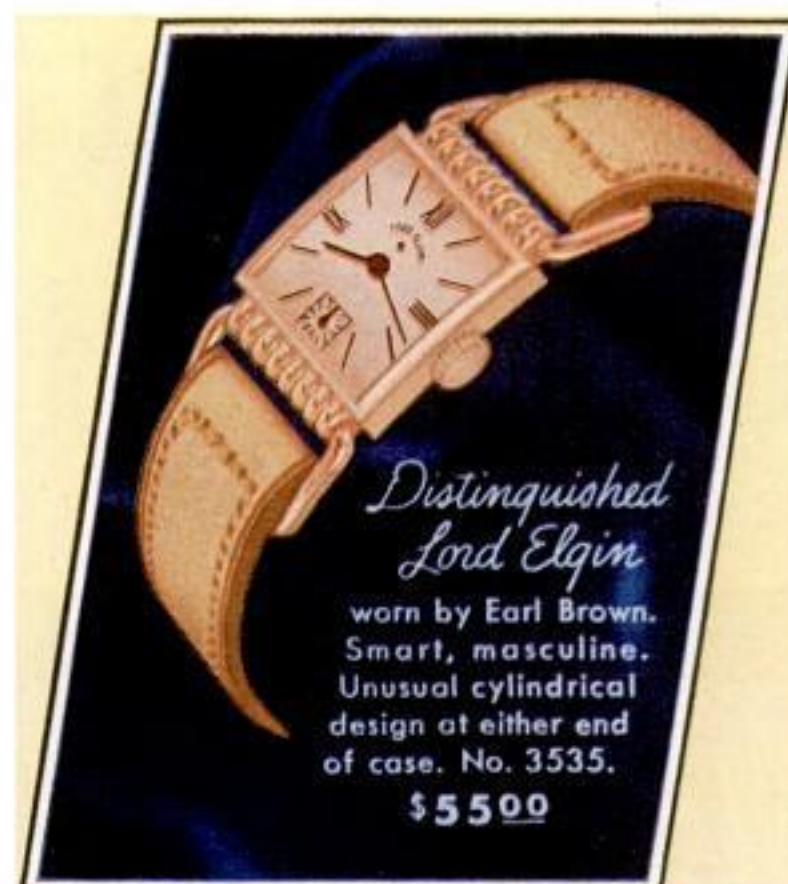
1940 PLYMOUTH

NEW... 75th Anniversary Series

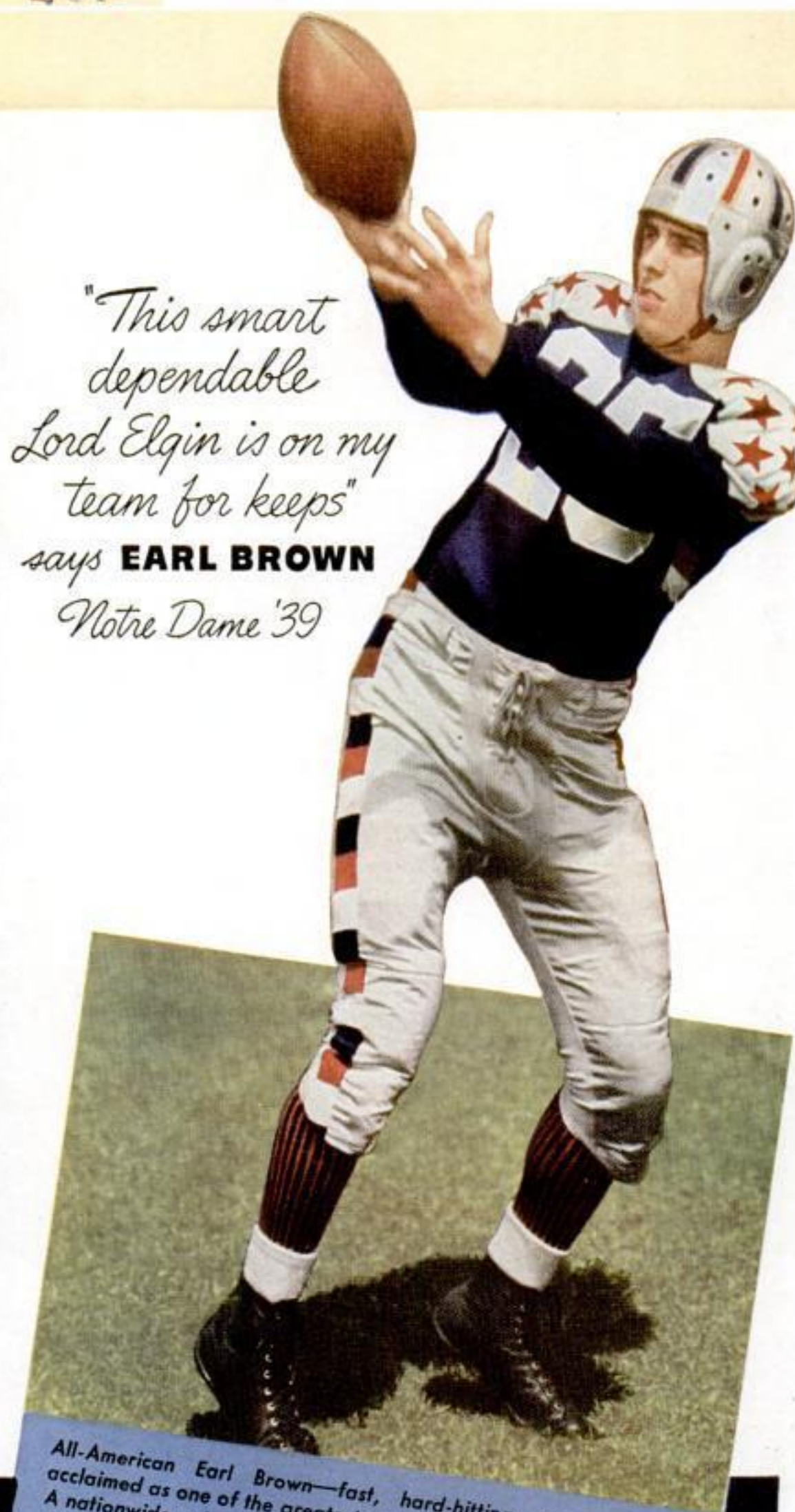
Lord Elgin 21 JEWELS



Lady Elgin 19 JEWELS



"This smart dependable Lord Elgin is on my team for keeps" says **EARL BROWN**
Notre Dame '39



All-American Earl Brown—fast, hard-hitting, pass-snaring—acclaimed as one of the greatest ends Notre Dame ever produced. A nationwide poll placed him in the starting line-up for this year's All-Star game. "Elgin's been the watch in our family for three generations," he says.

TO MAKE YOUR CHRISTMAS OUTSTANDING, PREVIEW THESE NEWEST GIFT ELGINS AT YOUR JEWELER'S NOW. THEIR BEAUTY IS VITAL...THEIR ACCURACY AMAZING

HERE ARE watches designed to appeal to men and women who appreciate what is fine and sincerely beautiful... who do worthwhile things with zest and ability. The new Lord and Lady Elgins are products of 75 years of American leadership in fine watchmaking.

One of these remarkable timepieces "belongs" on your Christmas list. Dignified, tellingly smart... they achieve dramatic style effects by a knowing use of design. In accuracy they are unsurpassed. For they have been built to new standards, the most incredibly exacting ever known to watchmaking. Each Lord and Lady Elgin proudly carries the coveted Elgin Observatory Certificate for superlative timekeeping.

The Lord Elgins are 21-jeweled—the Lady Elgins 19-jeweled. Tiny parts are accurate to 1/10,000 of an inch. "Drive" wheels are covered with 24 K gold. Large surfaces are protected with rhodium, costing four times as much as platinum.

There is nowhere anything "just like" a Lord or Lady Elgin. For only at ELGIN exists all the amazing technical advances... only at ELGIN is there the remarkable partnership of American craftsmanship and science... that makes them possible.

Choose a Lord or Lady Elgin for Christmas at your jeweler's now. Lord Elgins from \$50.00. Lady Elgins from \$47.50. Other fine ELGIN values priced from \$24.75 to \$750.00.

★ ELGIN ★

FOR 75 YEARS THE GIFT CHOICE OF DISTINGUISHED AMERICAN FAMILIES



Ask your jeweler about his lay-away or budget plan

DOROTHY LAMOUR'S WINTER SARONG



Ermine-lined sarong is the strange fashion worn by Sarong-Queen Dorothy Lamour in her new picture, *Road to Singapore*. If her ermines are the good little Russian kind, they cost about \$3 each. It takes at least 80 to keep her head and neck warm.

DO YOU WANT YOUR MAKE-UP
TO STAY ON FOR HOURS AND HOURS?

DO YOU WANT SOMETHING
THAT WILL HELP KEEP
A BLEMISH OUT OF SIGHT?

DO YOU WANT YOUR SKIN
TO GLOW THROUGH YOUR POWDER?

DO YOU WANT TO HELP
HIDE YOUR FRECKLES?



Your jar costs only
ONE DOLLAR

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All-Day Foundation Cream

IS THE ANSWER

Elizabeth Arden's newest success is a beautiful cream that stabilizes your make-up and keeps it on beautifully all day long...

that helps to keep blemishes... freckles... out of sight...

that glows softly through your powder and gives your face a luminous look...

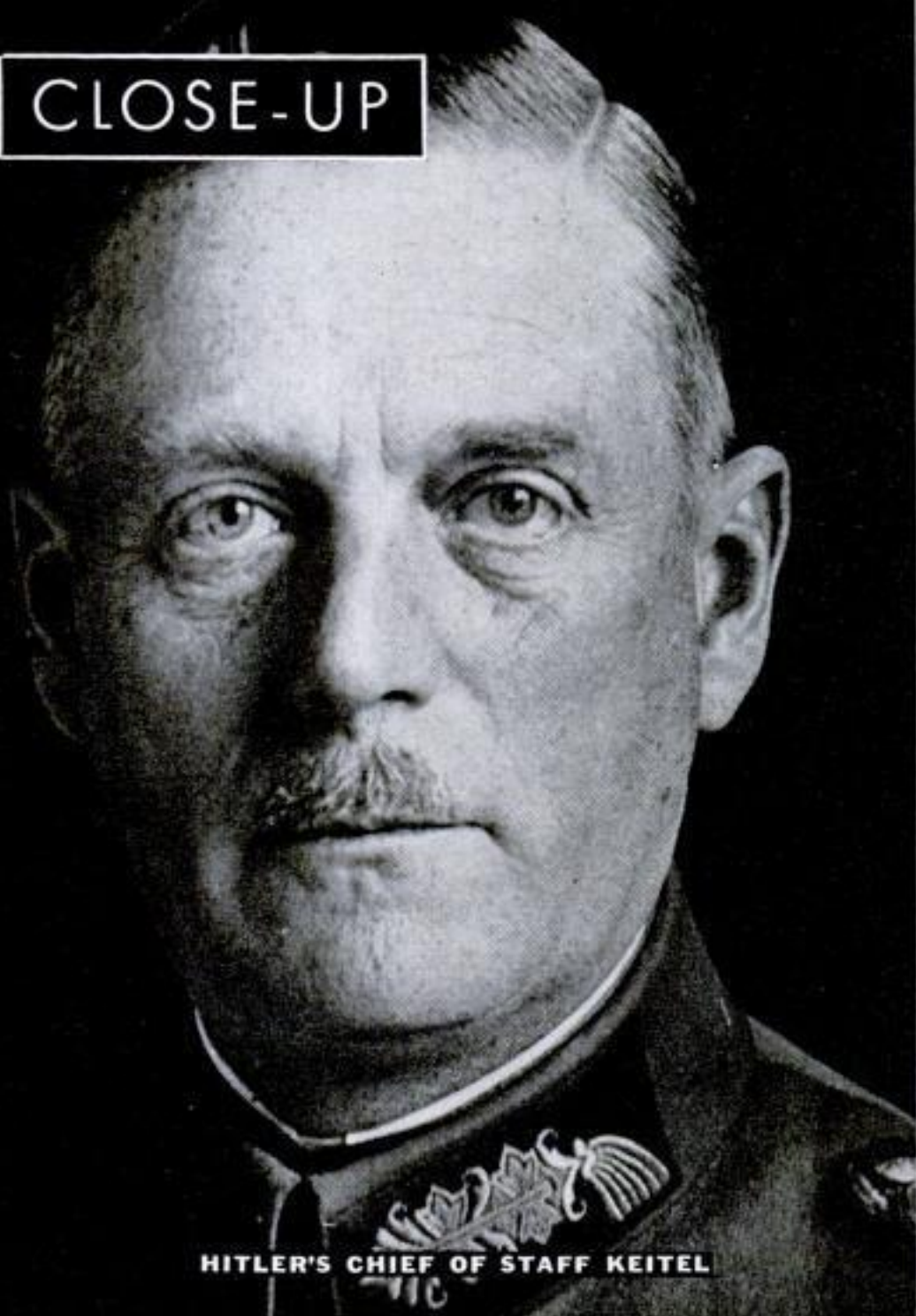
that keeps you looking groomed and lovely throughout a whole festive evening...

that comes in four wonderful shades to match your skin (or the color you'd like your skin to be)!

It's called — appropriately enough — Elizabeth Arden's ALL-DAY FOUNDATION CREAM. To use it most effectively, you use it very lightly.

Elizabeth Arden

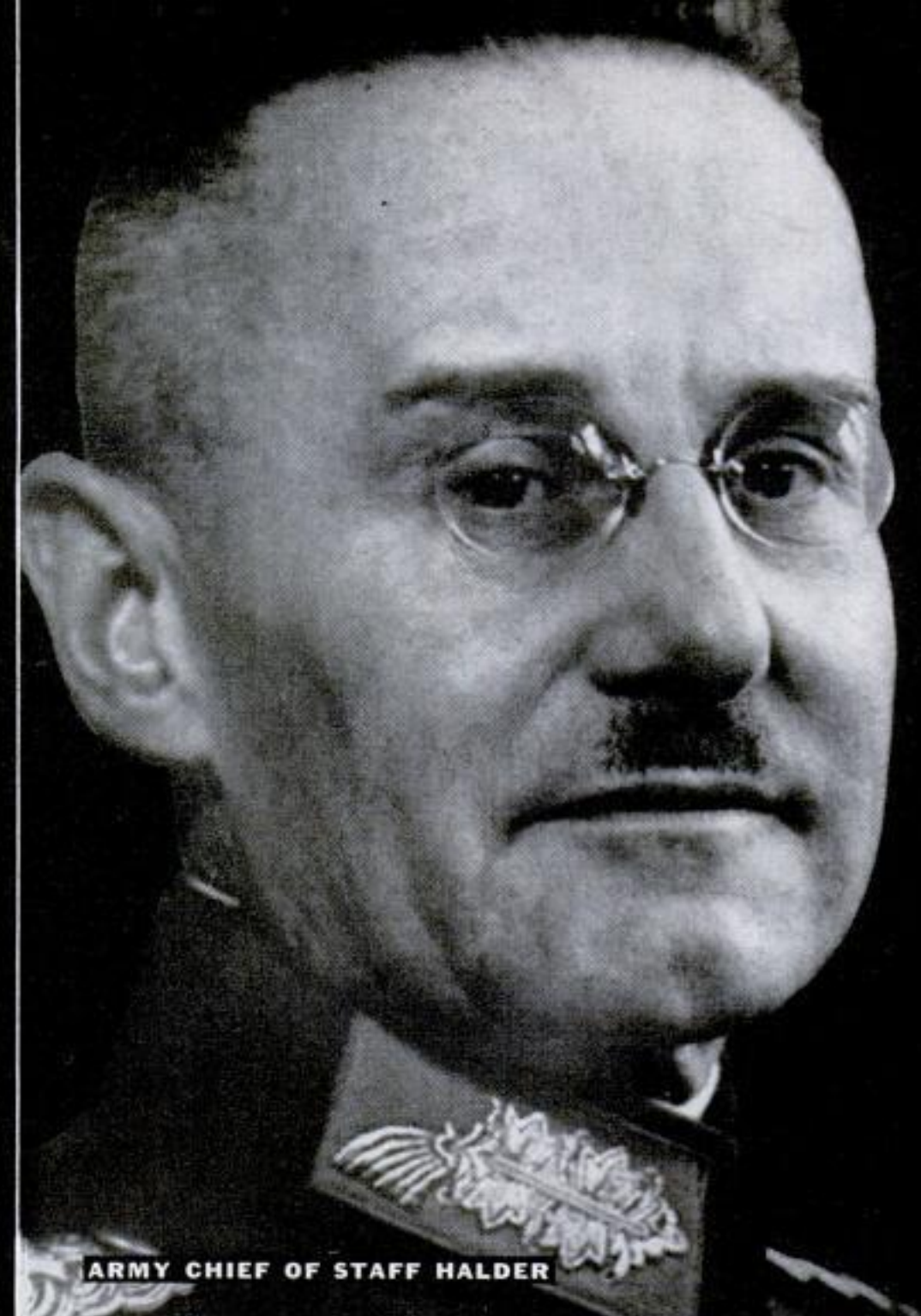
691 FIFTH AVENUE • NEW YORK • PLAZA 3-5846



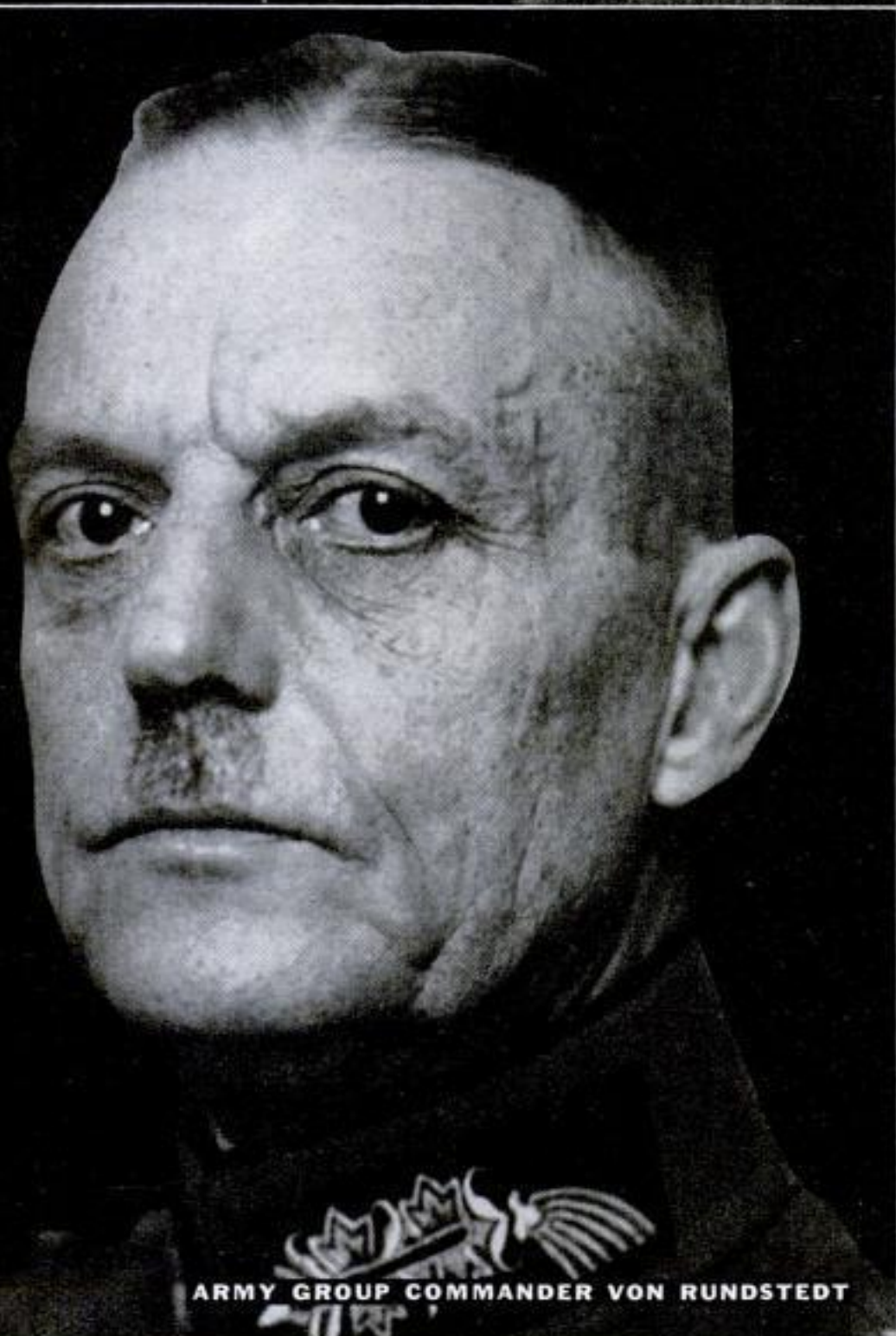
HITLER'S CHIEF OF STAFF KEITEL



COMMANDER IN CHIEF VON BRAUCHITSCH



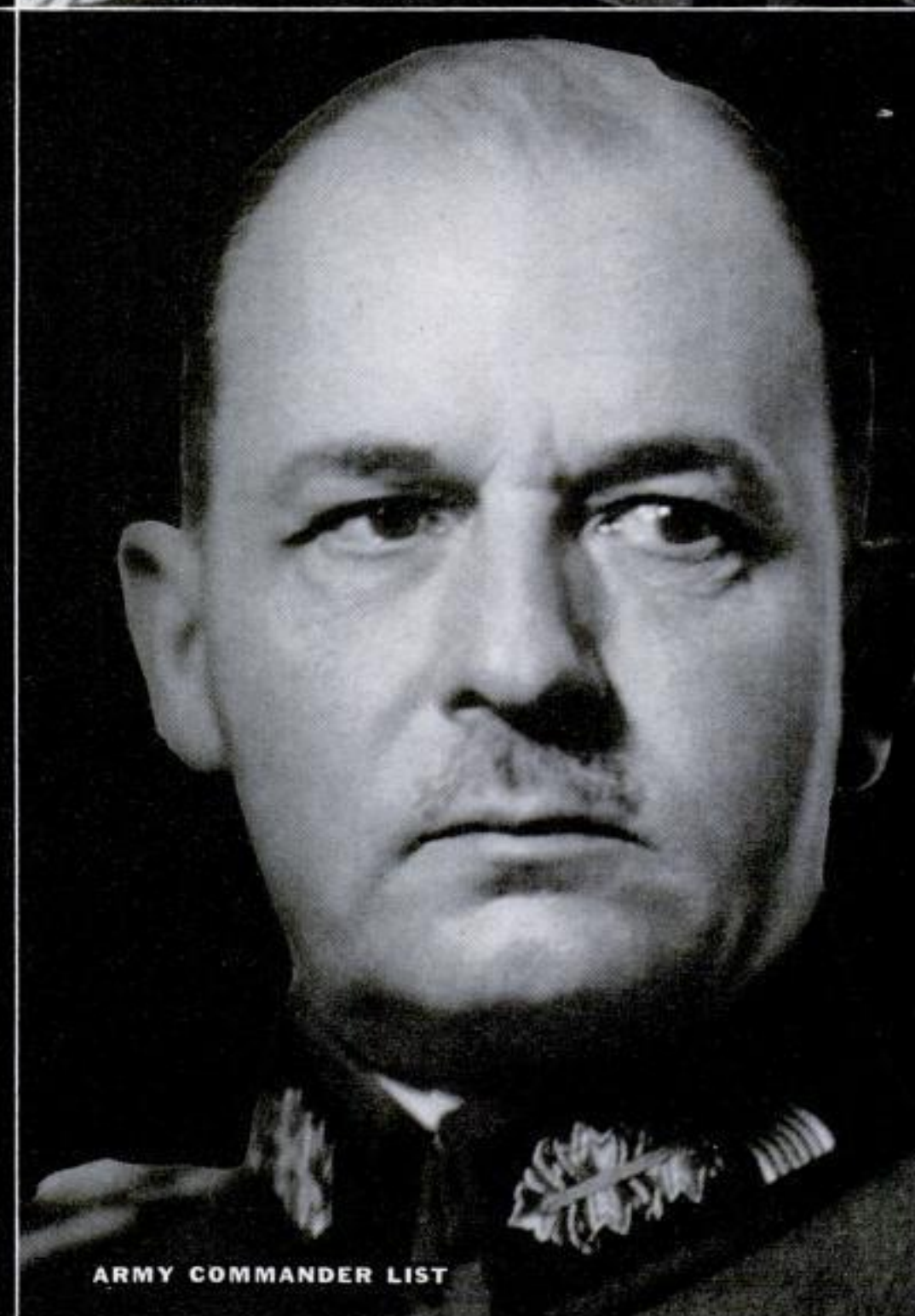
ARMY CHIEF OF STAFF HALDER



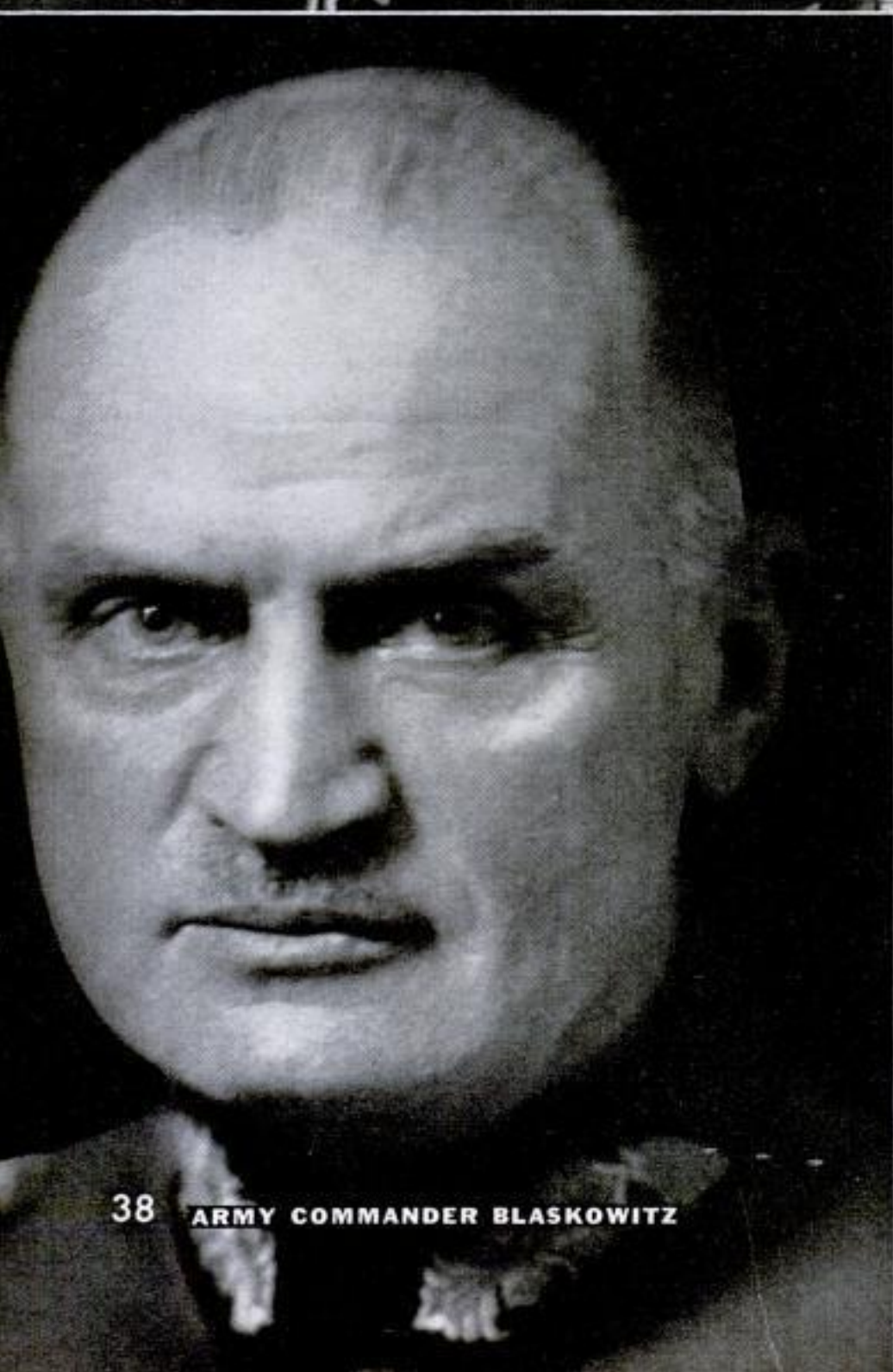
ARMY GROUP COMMANDER VON RUNDSTEDT



ARMY GROUP COMMANDER VON BOCK



ARMY COMMANDER LIST



38 ARMY COMMANDER BLASKOWITZ



ARMY COMMANDER VON KLUGE



ARMY COMMANDER VON REICHENAU

GERMAN GENERALS

BRIEF WHO'S WHO OF THE HIGH COMMAND OF NAZIDOM'S ARMY

When the German Army overran Poland in one month, something more potent and ancient than the National Socialist Party quietly took charge of Nazi Germany. Adolf Hitler is still unequivocally head man in Germany and his Nazis fill the ranks of the German armies. But the men who are running the armies are German officers first and Nazis not at all. Of the commanders in the field, Generals von Bock, von Rundstedt, List, Blaskowitz, von Kluge and von Reichenau, only the last has ever indicated any sympathy for National Socialism. But the officer corps of the German land army stands for a code that is in some ways the exact opposite of National Socialism. It is aristocratic, responsible and pious, a body of experts ruled by its older men.

The average German looks on the German Reichswehr as the one stabilizing factor in an uncertain world. He feels that as long as the Army exists, Germany and Germanism will never perish. He is not nearly so sure of National Socialism. For the German Army is not only a military organization but a culture and way of life. Its religion is compounded of iron

discipline, unswerving obedience to the State and its ruler, blind obedience to commands, absolute suppression of personal feelings and the will to die for the Fatherland.

One Army commandment is: "A German officer shall not forget his status, even in bed." His bride's personal character and family background must be approved by his superior officer. When in uniform he may not ride third-class in a train, enter a night club or bar, sit in any except the best seats at the theater or opera, or associate publicly with women of doubtful reputation. Until the Nazis made Christian piety an undesirable quality, officers were required to attend church regularly. Even today an officer who has violated the military code and disgraced himself, and hence his regiment, may be ordered to put his pistol to his head and shoot himself.

Some German regiments have a history as a unit going back to 1625. Souvenirs such as flags, swords, commanders' helmets are preserved. Families from father to son for ten consecutive generations serve in the same regiment and die under the same regimental standard.

Lieutenants are encouraged to marry the daughters of older officers. There are thousands of families in which no girl would ever think of marrying outside the Army. Most of these families are noble. Most are also well-to-do, for the social position required of an officer costs far more than the Army pays. A girl marrying an officer was formerly required to provide a dowry of about \$16,000 and although this has now been abolished, financial assistance by the wife's family is relatively common.

Within the Army, strict regulations separate officers and men, even more sharply than in most armies. The German language has, in addition to the famous "Du" and formal "Sie" manner of address, a third form for use in the Army. A private addressing a commissioned officer does not ask "Did you call me, Sir?" but "Did the Herr Lieutenant call me?" In his reply the officer must use the formal "Sie."

When National Socialism took command of Germany in 1933, still another law of the Army prevented serious conflict between the Party and the Army. Army officers are forbidden to engage in politics, vote in elections or belong to

CONTINUED ON NEXT PAGE



New officers of the German Army, Navy and Air Force are received by the Führer into the armed forces. The Air Force

(center) looks down on Army (right), the Navy (left) looks down on both. Cavalrymen despise artillery, artillerymen despise

infantry, mechanized despise non-mechanized. All soldiers eat far better than civilians, are given meat six times a week.

You can know the taste of cool delight

It's tingling, it's cooling,
it's refreshing...
it's **SQUIBB DENTAL CREAM**
quicken your taste senses,
waking up your mouth!



There's cool, clear delight in the fragrant minty taste of it curling round your tongue... and there's the thrilling follow-through... that vitalizing, cleansing, marvelously refreshing sensation that leaves your mouth feeling new again, all sweet and clean and young again.

- There's an added delight in knowing that you couldn't be doing better for your teeth and gums. For Squibb is a name on dentifrices that stands for purity and safety in the care of even the softest teeth. Try **SQUIBB DENTAL CREAM** tonight and know the taste of cool delight.

SQUIBB TOOTH POWDER also contains a new taste thrill and the same safe cleansing properties. It is attractively packaged in a smart cream-and-sepia container.



★ Taste and feel the refreshing difference

SQUIBB Dental Cream



Creator of the post-War, pre-Nazi German Army was late General Hans von Seeckt, a brilliant martinet who made count every man of the 100,000 permitted by Versailles.

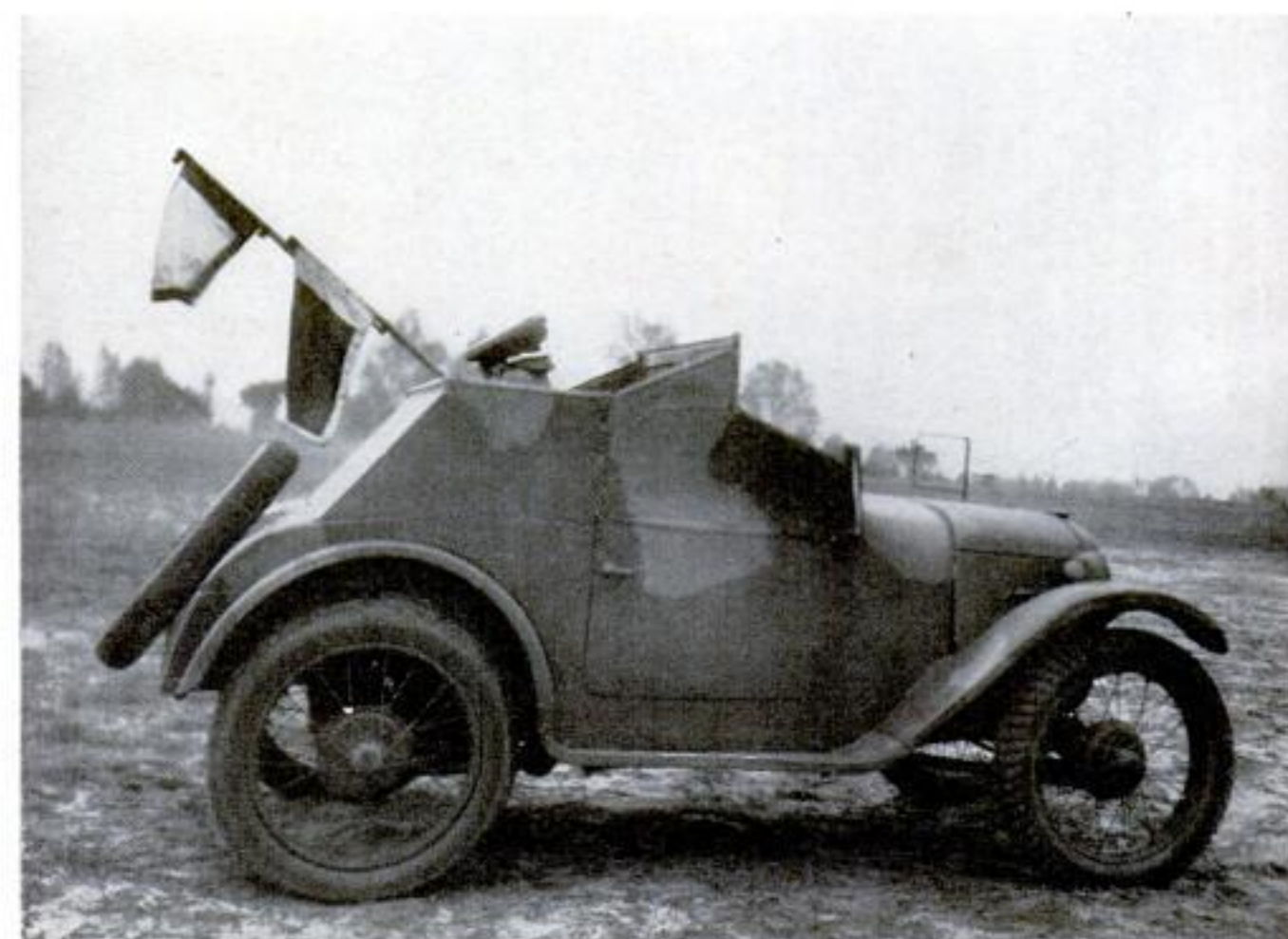
GERMAN GENERALS (continued)

political parties. The Army's view is that the policy of the State or the personality of the ruler are of no concern to it. It was alarmed for a time by the development of huge semi-military formations—the Brown Shirts, Schutzstaffel, labor battalions, police and secret police. But it was successful in keeping Nazi ideology under control among the officers of the regular Army and even in the ranks. Many of the younger officers are naturally fervent Nazis today but the men at the head of the Reichswehr are German officers of a school far older than Hitler. Several of them will doubtless become famous when the history of this war is written.

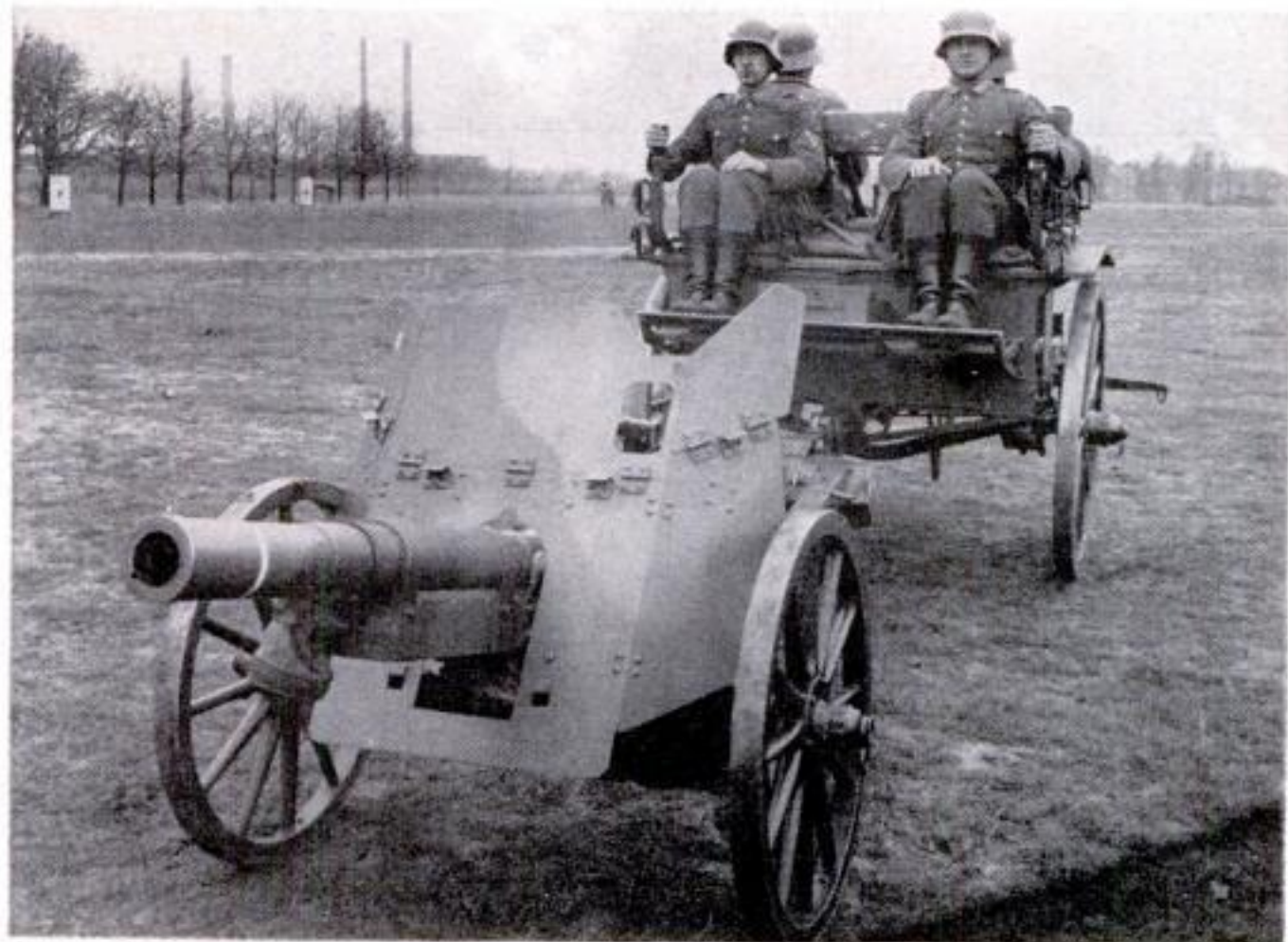
Commanders in Poland: von Rundstedt and von Bock

Two names long familiar in military circles but little known to the general public before the Polish campaign are Colonel General Karl Rudolf Gerd von Rundstedt and Colonel General Fedor von Bock, veteran staff officers, chief commanders of the two Army groups which invaded Poland from the north and south. When von Rundstedt resigned his post as Commandant of Berlin Military District in 1938, the foreign press immediately rumored political purging, for he was two years short of the official retirement age of 65. Like Hindenburg in the last war, however, he was recalled to active service by Hitler when the Polish campaign became more than a threat and is today the oldest and most-experienced member of the High Command.

He was born in 1875, the son of a general and a member of one of Prussia's oldest aristocratic families. He was destined from birth for the Army. Having received officer's training at the elite Cadet Academy in Potsdam, he rose to the rank of Captain by the outbreak of the World War and went to the front with Infantry



In imitation armored cars like this the pre-Nazi German Army, forbidden real tanks, armored cars, planes and submarines, put tank-corps officers for training purposes.



A wooden gun takes the place of a genuine anti-tank gun behind the German gun limber. The Allies confiscated nearly all German artillery after the first World War.

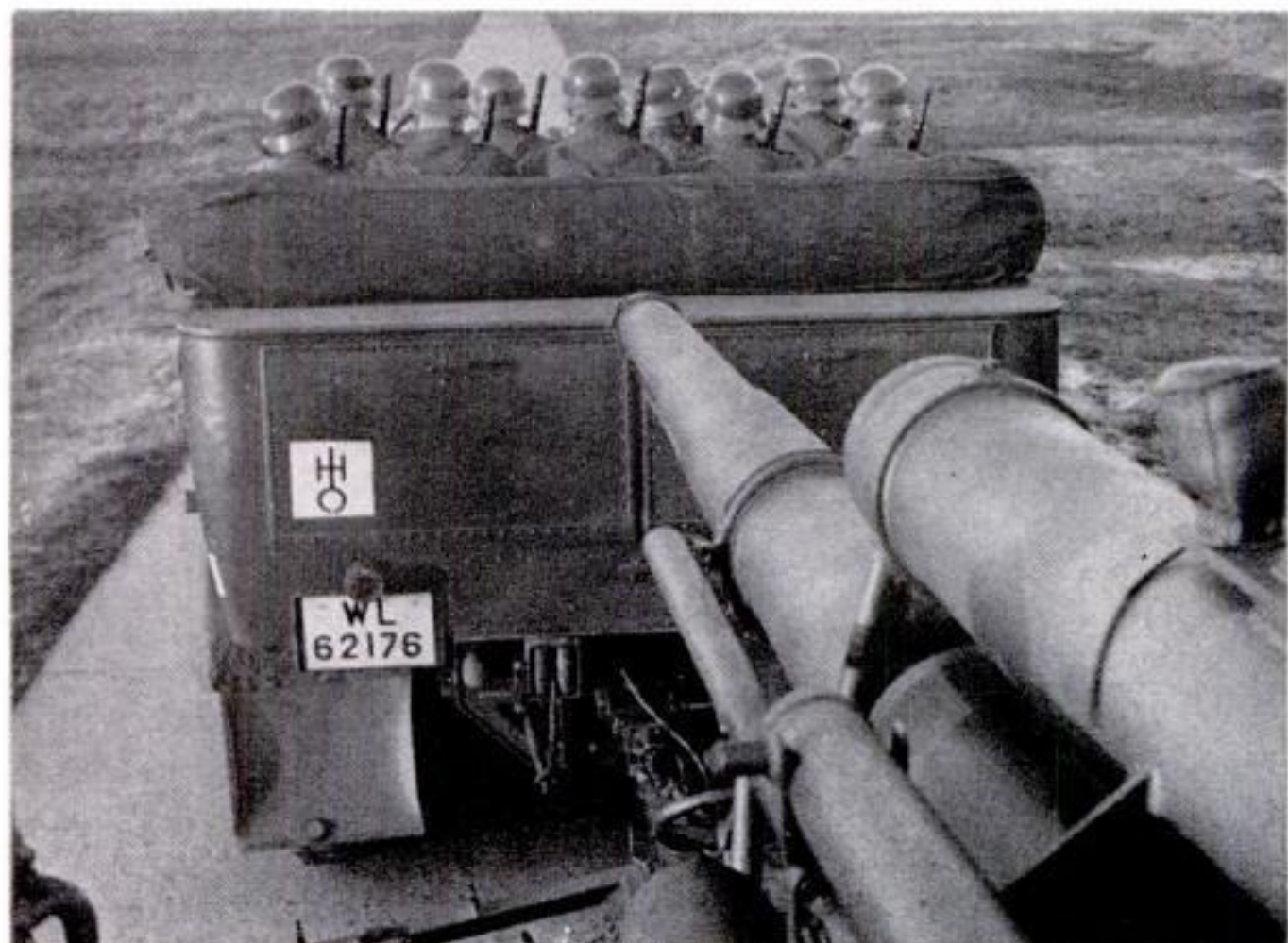
Regiment 171. Following distinguished service at the front, including participation in major offensives and later assignment to the General Staff, he became lieutenant colonel in the post-War Reichswehr, attaining his rank of General of Infantry by 1932. He commanded three southern armies in the Polish campaign. On Sept. 27, he was made military administrator of Germany's half of Poland.

His counterpart in the north, Colonel General Fedor von Bock, is also the son of a general, a member of an illustrious Prussian military family. He was born in Küstrin in 1880. He also attended the Cadet Academy, was a lieutenant in the Kaiser's crack Foot Guards at the age of 17 and was a captain on the General Staff at the beginning of the War. In 1916 he went to the front as a major commanding an infantry regiment. There his distinguished service earned him the coveted *Pour le mérite* decoration and the Hohenzollern House Order. Following the Armistice, he was a member of the abbreviated Reichswehr and had risen to the rank of lieutenant general by 1931, commanding the Second Division. His troops occupied Austria and helped take over the Sudetenland. He was Berlin group commander with the rank of colonel general, having lately succeeded von Rundstedt, when he was sent to East Prussia as chief of the northern armies to direct operations against Poland.

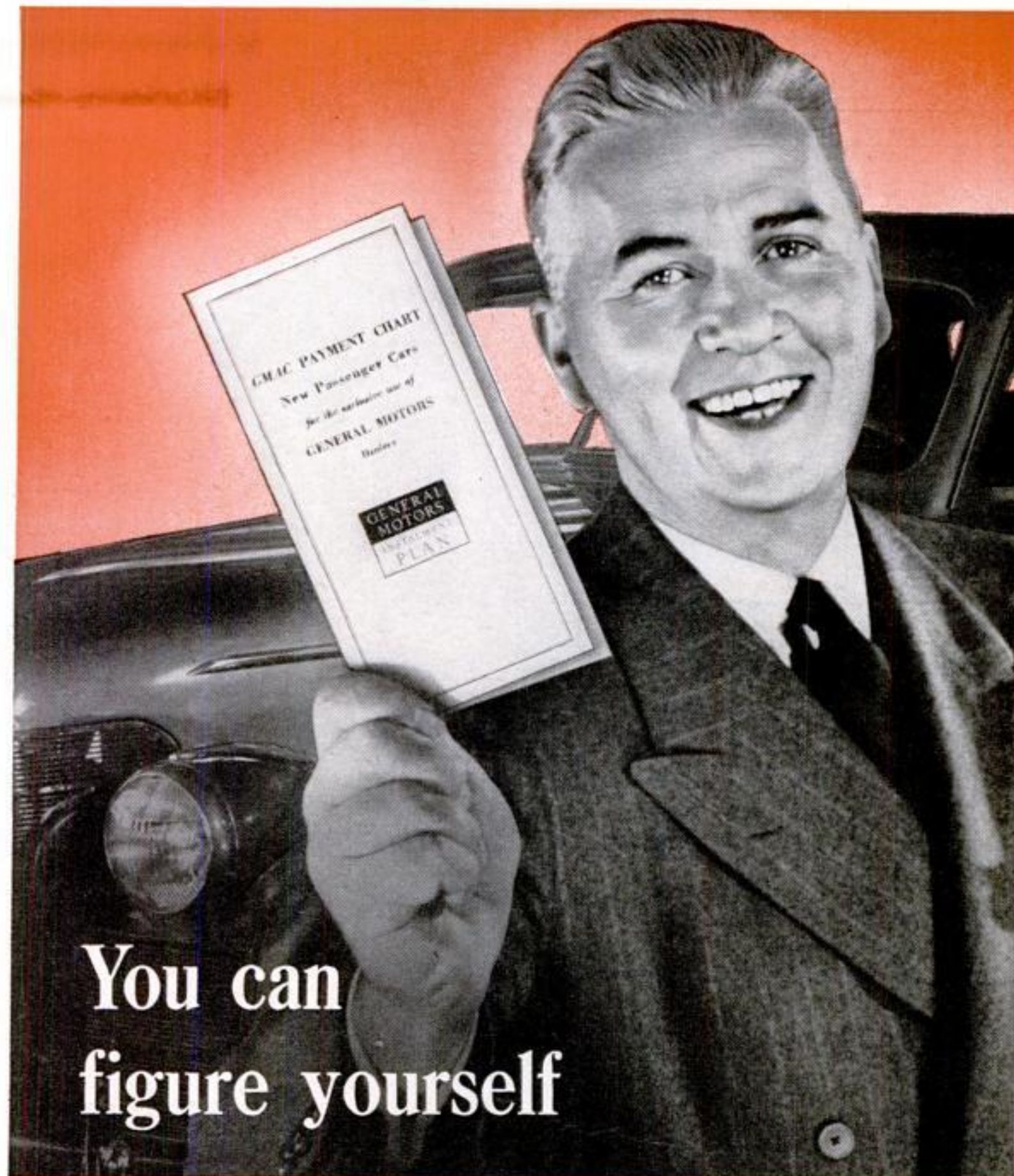
List is Hitler's old commander

That Colonel General Siegmund Wilhelm Walther List was also among the top generals in the Polish campaign was due partly to his good fortune in having had Corporal Hitler in his regiment during the War. His inclusion in the predominantly Prussian military hierarchy is all the more unusual in that he does not come from a military family, being the son of a physician. He was born in Württemberg in 1880 and he began his military career as a cadet in the Munich

CONTINUED ON NEXT PAGE



The real German Army of 1939 has notably graduated in a short six years from the dummies used before 1933, now rides in real tractors pulling real anti-aircraft guns.



You can
figure yourself

HOW LITTLE IT COSTS

Just send the coupon and get the chart.

Wouldn't you like to know . . . in advance . . . just how much it would cost you per month to buy the General Motors car you want on the General Motors Instalment Plan?

Then just fill in and send the coupon below. When you get your chart you can *figure it out yourself* . . . quickly and easily!

And wouldn't it please you to find out that you can get this time-buying service with adequate insurance protection at remarkably *LOW COST*?

That's what you will find out . . . when you send the coupon . . . and get the chart!

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Please send me a "Figure It for Yourself" chart without obligation for car checked. (I am not to be solicited by a salesman.)

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Address _____

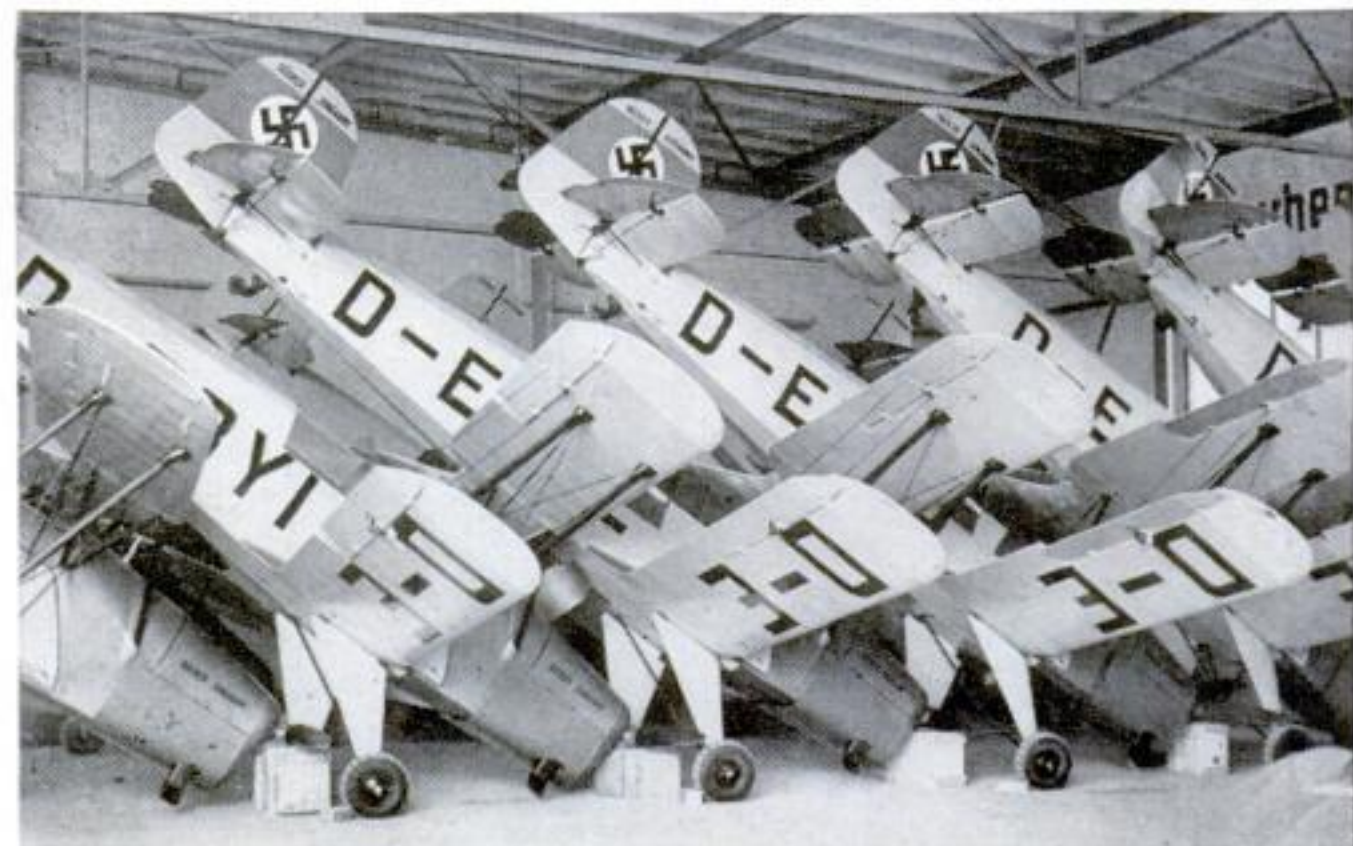
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**PHILIP MORRIS—a
cigarette recognized
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advantages to the
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AMERICA'S FINEST CIGARETTE



Beginning of rearmament was this stack of sports planes, used to train Göring's aviators to fly war machines. Notice that they are marked with official swastika insignia.

GERMAN GENERALS (continued)

Military Academy. In 1914 he was a captain on the Royal Bavarian General Staff. Following four years at the front as commander of an infantry regiment, he returned to Munich and in 1922 became commander of an Alpine battalion. Called to the Defense Ministry in 1926, he was made director of military education, later commander of Dresden Infantry School. He was commander of the Second Army Group when the Polish war started and assigned to the command of a southern army. Essentially a field officer, he led his troops 250 miles across the Tatra Mountains and through South Poland at a speed which astonished even the German military experts.

One of the front-line fighters among these generals is Colonel General Gunther von Kluge. He is 57 years old and entered the World War as a lieutenant of Artillery Regiment 43. Wounded at Verdun, he later became a captain on the General Staff. He remained in the Reichswehr following the War and finally became artillery general in command of the Sixth Army Group in Münster. He was von Brauchitsch's chief of staff in East Prussia in 1933, has followed von Brauchitsch's star since. In the Polish campaign he commanded the Pomeranian Army which marched into the Corridor. He was promoted colonel general following the campaign.

Responsible for the Polish battle of the Vistula Bend was Colonel General Johannes Blaskowitz. Born in 1883 in Osterode, he was a company commander in the War and later assigned to the General Staff. He commanded the army which invaded Czechoslovakia and as military governor of Bohemia acted with moderation toward the conquered people. He led the Silesian army in the Polish campaign, which attacked the main Polish Army and bore the brunt of fighting in the battle of the Bend of the Vistula, where he was rescued by von Reichenau's army. He accepted the surrender of Warsaw. He was also promoted colonel general after the campaign.

Von Reichenau, dandy and sportsman

The dandy and sportsman among this group is monocled Colonel General Walther von Reichenau, an artillery man and a scientist. Of them all, he alone has flirted with the Nazi politicians of Germany. His nickname is "The Bull." Despite his super-aristocratic appearance and illustrious military family, he is an extremely democratic officer who once took part in a relay race from Potsdam to Berlin, running against young recruits, factory workers and students. During the Polish campaign, he was to be seen taking his morning run in shorts on the dusty Polish roads. His father was a famous general specializing in ballistics. The son was in the War Academy in 1914 and was assigned to General Staff duties. Like most of the successful careerists in the Army, he stayed at staff headquarters throughout the War. In the diminished post-War army he was placed in command of the Third Division in Berlin and was later sent to Königsberg in East Prussia as lieutenant colonel and chief of staff to organize the miniature Army group there. He was made a colonel in 1932, major general in 1934 and commander of the 7th Army Corps in Munich in 1935. Hitler wanted him as commander in chief almost at once but was overruled by President von Hindenburg who put in von Fritsch instead. After the general shakeup of February 1938, following the disgrace of War Minister von Blomberg, who dared to violate the officers' code by marrying a woman unacceptable to the army, von Reichenau was given Group Command at Leipzig, a jumping-off place to the top

jobs in the Army. But von Reichenau is supposed to have opposed the invasion of Austria in March 1938 and injured his standing with Hitler. When his Army in Poland reached the Vistula on Sept. 13, he is said to have swum across, pushing his clothes ahead of him on a raft.

Over these men and under Supreme Commander Hitler stand three others who have more or less made their peace with National Socialism. The chief of staff, with the rank of minister and the obligation to wear a gold Nazi Party decoration is Colonel General Wilhelm Keitel, a loyal, routine artilleryist whose career had been totally obscure up to 1938.

Son of a gentleman farmer, he entered the Army in 1901 as standard-bearer in the 49th Artillery Regiment and was sent to the Hanover Military Institute for officer's training. He spent most of the World War doing routine desk work. He was one of the very few officers to fail to get a single promotion or citation from 1914 to 1923. He was assigned the job of director of Army organization in the Defense Ministry in 1929. He is a thorough organizer without a spark of brilliance. Supposedly bitterly opposed to Police Chief Himmler, he began following Hitler everywhere, to Rome, Vienna, Berchtesgaden, Munich and Prague.

Von Brauchitsch, commander in chief

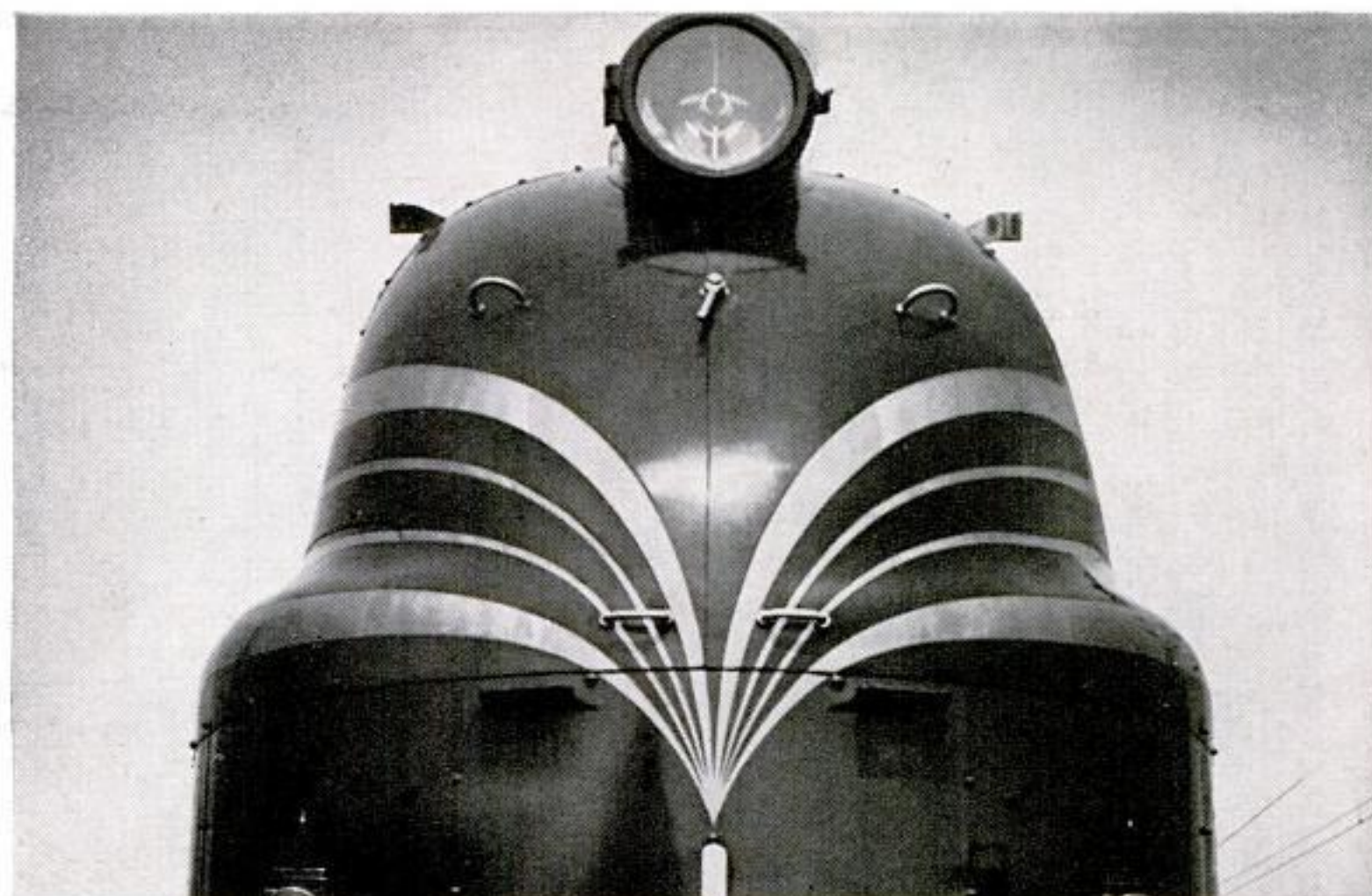
Commander in Chief of the Army is cold, ambitious Colonel General Heinrich Alfred Hermann Walther von Brauchitsch who accepted Nazi honorary membership. A native Berliner and son of a prominent cavalry general, he became a lieutenant in 1900 in the Royal Elizabeth Guard Grenadiers but got himself transferred from this socialite outfit to the Third Field Artillery Regiment. He too stayed on the General Staff throughout the World War. In 1918, together with thousands of other officers, he was dismissed to the Reserve Corps. But next year he was back as a major and by 1930 he was director of military training in the Defense Ministry. He has been divorced and last year married a judge's daughter just after von Blomberg's disgraceful marriage. Like Keitel, he is an enthusiastic artillery man and believes in the superior power of the defense in modern war. He built the East Prussian fortifications and is now supposed to be in command on the western front.

Under the German military system, commanders are expected to ask and follow the advice of their staffs. Chief of the German General Staff is General Franz Halder, a 55-year-old Bavarian, son of a general. At the outbreak of the World War, he was a captain on the General Staff of Bavarian Crown Prince Rupprecht, has since plugged steadily at staff work. He is a retiring artillery specialist, did a great deal of work on the Westwall and is said to have drawn the plans for the Polish campaign. It was significant that he made a special trip to Estonia and Finland in late June. He then went on to the Italian Army maneuvers around Turin.

It is characteristic of the German Army that it goes for long periods without any fighting whatever whereas British and French armies are fighting almost continuously in India, the Near East, Indo-China, North Africa. The Germans sit and think and drill, from great war to great war. Thus far this does not seem to have impaired their fighting qualities. But it does produce a natural impatience among the elite of the German Army to get at the business of war. It is all the more extraordinary that these officers have heretofore served as a restraining influence on Hitler's military projects. But as soldiers they like only one kind of war—the kind that Germany wins.



The dread German Air Force gets on the mark to try to win supremacy of the air from England and France in the second World War, having effectively rebuilt itself in secret.



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TRY THIS
FOR Thanksgiving



Exclusive with Schlitz,
◆ the only beer can
shaped to open like a
bottle, with any bottle opener

The Air that sustains Life can ruin the BREW!

Beer is at its best a moment before it goes into the bottle. If air is trapped inside the bottle with the beer, the life and flavor of the brew may be destroyed. So—we take the air out of the bottle an instant before we put the beer in. An amazing new method that assures the original brewery-fresh goodness of that famous flavor in every bottle and can of Schlitz.

Schlitz

FAMOUS MEN *offer ideas for your date with the* TURKEY

Turkey Day Inspirations for the friends of Schlitz... described by celebrated Amateur Chefs



MUSHROOM COCKTAIL

—**Graham McNamee**
Entered Radio as baritone in 1922, quickly became a famous announcer; has been broadcasting ever since.

Wash small mushrooms and remove all but a small portion of the stems. Cover with boiling water and cook gently for 15 minutes, then drain and chill. Arrange small crisp lettuce leaves in each cocktail glass; put in six or seven of the mushrooms and cover with a teaspoon of tomato ketchup. Serve with lemon.



CHEESE PUMPKINS

—**Dean Cornwell**
One of world's greatest muralists; his latest murals are those in General Motors exhibit at New York World's Fair.

Allow creamy yellow cheese to remain at room temperature until soft

ing...

Enjoy
a GOBLET
with the
GOBBLER!

Guests always smile appreciatively whenever Schlitz beer is served. For THAT FAMOUS FLAVOR is always welcome.

Schlitz has been adding master to the reputations of hosts and hostesses for Thanksgiving. Choice hops and noblest malt are united to achieve a great beer—neither sweet nor bitter.

enough to mold, adding a little cream if necessary. Put small oysterette crackers in oven until hot and crisp. Shape cheese into balls large enough to cover the crackers; place one ball on each hot cracker and press down slightly to resemble a tiny pumpkin. Garnish with slices of stuffed olives and serve at once, as appetizers.



TURTLE GUMBO

—**Lawton Mackall**
Writer on foods; co-author of "The Restaurateur's Handbook," and the movie, "If I Had a Million."

Melt 3 tablespoons butter, add 2 small onions (minced) and 1/2 green pepper (sliced); fry 3 minutes, then add 2 cups sieved canned tomatoes, 2 cups water, 1/2 teaspoon salt, 1/8 teaspoon black pepper, 1 teaspoon sugar, 1/2 lb. of okra (canned or fresh), sliced thin, and heat slowly to boil. Add 2 lb. can of clear green turtle soup and cook slowly 10 minutes. Add 2 tablespoons dry sherry or Madeira just before serving. Serves 8.



OYSTER DRESSING

—**Don Herold**
Creator of "Hopscotch" cartoons; popular humorist; besides six successful books, recently wrote the new show, "Buggy Ride."

Cut crusts off large loaf of stale bread; soften bread with a little boiling water and crumble very fine. Add 1/2 lb. melted butter, season with salt, pepper, chopped parsley, rosemary, thyme and juice of 1/2 lemon. Drain the liquor from 1 quart oysters and bring to boil, then skim. Pour this over bread crumbs and crusts broken into small pieces. Add 1 or 2 eggs and mix thoroughly with the hands. When stuffing turkey, first put in a spoonful of dressing, then 3 or 4 oysters, until bird is filled.



STUFFED ONIONS

—**Bradshaw Crandell**
Noted painter of beautiful girls for "Cosmopolitan" covers; picked by models as New York's "best dressed artist."

Boil large sweet onions 15 minutes. Take centers out carefully leaving onions intact. Mix cubed apple, chopped almonds and sausage meat. Stuff onions with mixture. Place in



oven and bake until onions are thoroughly done and sausage mixture is browned. Baste with hot cider and butter.



SWEET POTATOES (LUCILLE)

—**Crosby Gaige**
"America's amateur gourmet No. 1"; Broadway producer; wrote "New York World's Fair Cook Book."

Boil sweet potatoes in their jackets until about three-quarters cooked. Remove from water and when cool, pare and cut them into uniform slices 1/2 inch thick. Put one layer of these slices in a well-buttered frying pan, cover them with maple syrup and let cook over a slow fire, being careful not to allow contents to burn. When potatoes have absorbed practically all of the maple syrup, they will be ready to serve.



FRENCH DRESSING

—**John Erskine**
Author of "The Private Life of Helen of Troy," "Galahad" and other sophisticated novels. Former professor.

Mix 1/2 cup olive oil, 1/4 cup vinegar, scant teaspoon of sugar, dash of paprika, 1/4 teaspoon powdered ginger, and 1/2 teaspoon of salt, in a jar, adding teaspoon of chopped mild onion. Shake well, strain out onion and shake again. Use on romaine or lettuce.



FISH DABS

—**James Montgomery Flagg**
A magazine illustrator of renown; has written poetry and prose; won radio laurels.

One cup salt codfish shredded by hand; 2 cups diced raw potatoes. Do not soak codfish beforehand. Do not add salt! Boil together until potatoes are soft. Then drain and add 1 beaten egg and butter (size of walnut), melted. Add black pepper, paprika. Beat in

bowl until creamy. Form into unmolded dabs about the size of walnuts, and fry in deep fat to light brown color. Drain on brown paper and serve with English mustard.



CRANBERRY SAUCE

—**Otto Soglow**
Originator of "The Little King" comics; author of "Soglow's Confidential History of Modern England."

Boil 2 cups sugar, 2 cups boiling water together 5 minutes. Add 1 qt. cranberries; cook without stirring until they are thick and clear. Chill before using. If strained sauce is desired, cook the cranberries and water together, then rub through a sieve. Return strained portion to the fire, add sugar and simmer 5 or 10 minutes.



RAISIN PIE

—**Alex Morrison**
Golfing star of vaudeville and Broadway revues; author, "A New Way to Better Golf"; teacher of famous pros.

Into top of double boiler put 1 cup granulated sugar thoroughly mixed with two tablespoons flour, 1 cup cold water, juice of a lemon, 2 teaspoons grated lemon rind and 2 teaspoons of minced lemon rind that has been simmered in a little water until tender (drain off this water before adding). Mix thoroughly and add 1 cup seedless raisins. Pour in pie tin lined with good pastry, cover with strips of pastry lattice-wise and bake slowly and thoroughly. The mixture will look watery but thickens in baking.



Copr. 1939 JOS. SCHLITZ BREWING CO., Milwaukee, Wis.

Y... NOT SWEET... NOT BITTER!



THE BEER THAT MADE MILWAUKEE FAMOUS

GERTRUDE LAWRENCE IN "SKYLARK"

How a neglected wife should win her husband's attention is demonstrated in these pictures of Gertrude Lawrence. As the star of Broadway's new comedy, *Skylark*, from which these scenes were taken, Miss Lawrence begins her antics on the night of her tenth wedding anniversary. To surprise her husband, she has prepared a beautiful gold and green-leather album full of souvenirs of their courtship: love letters, old snapshots, the blue ribbon she wore in her hair the day the butcher refused to give them lamb chops on credit.

Husband comes home for dinner. Now he is a rich advertising man, too busy thinking about ads for Baby Malt to notice the album. Thereupon Miss Lawrence begins to exercise her womanly wiles.



Loving wife (Gertrude Lawrence) hides memory book, intended as an anniversary present for her husband, under sofa cushion until he comes home. Below: to get husband's attention she waltzes around with album but he refuses to notice her.




Do you want ALL-WINTER RADIATOR PROTECTION FOR ONLY \$1.50?

HERE'S the way many car owners do it every year! They put in a couple of quarts of Du Pont "Zerone" early in the season for protection against rusting and the sudden cold snaps they know will come.

When winter gets down to real business, they add enough "Zerone" anti-rust anti-freeze to protect them to lower temperatures. A total of six quarts, put in as needed, can protect a car with an average size cooling system for the entire winter. And six quarts of "Zerone" cost only \$1.50!

Just one gallon of "Zerone" protects an average size cooling system (15 quarts) to 1°. Five quarts would protect it to -12°; six quarts to -27°!

You may need a little more or less, depending on the condition and capacity of your car radiator and the severity of winter in your neighborhood. But you can be sure that the unusual efficiency of Du Pont "Zerone" will save you real money.

PROTECTS AGAINST RUST AND CORROSION

"Zerone" in a clean cooling system prevents rust and corrosion, which reduce operating efficiency. It gives better dissipation of engine heat, avoids power losses. Protect your car with "Zerone" this very day! Remember, it's only \$1.00 a gallon, 25¢ a quart.



THE \$1.00 BRAND
IN MOST DEMAND

DUPONT
REG. U. S. PAT. OFF.

ONLY \$1 A GALLON

ZERONE
REG. U. S. PAT. OFF.
Anti-Rust ANTI-FREEZE

Turns A SO-SO COMEDY INTO A HIT

The old tale of the neglected wife has been written hundreds of times but no author has capitalized on it more thoroughly than Playwright-Novelist Samson Raphaelson. He first sold *Skylark* to *The Saturday Evening Post*, where it was serialized as *Streamlined Heart*. Later it was published as a novel. Then Raphaelson dramatized it for Broadway where it currently earns him \$2,000 a week. Movie companies are now angling for it. His asking price is \$150,000. All told, Raphaelson stands to make nearly a half million dollars.

His title, *Skylark*, comes from lines in the play eulogizing women: "She's a woman, she's life itself—she makes the grass grow. . . . I got hold of her hand and I'm not letting go. She's a skylark."



Neglectful husband (Donald Cook) fails to see album even after wife hides his evening paper under it. Below: still fighting for attention, she tells fantastic yarn about Napoleon ripping off her nightgown, unzips dress to demonstrate.



CONTINUED ON NEXT PAGE

See and Hear This Marvelous New Radio



*Let Your Eyes
And Ears Decide!*

**Up One-Third In Value
Down 27% In Price**



● Just out! G-E Model H-503. Equipped with Built-in Beam-a-scope (no aerial—no ground)—Dynapower Speaker—Powerful Superheterodyne Circuit—Illuminated Rotor Dial—Handsome cabinet in stripe American walnut with decorative trim.



● Advance 1940 G-E Model H-531. Equipped with Built-in Beam-a-scope (no aerial—no ground)—Dynapower Speaker—Full-Vision Illuminated Dial—Powerful Superheterodyne Circuit. Cabinet in the smart new maroon simulated leather finish.

ONE-THIRD more radio for 27% less money! That sums up this amazing G-E Radio bargain in one short sentence.

The G-E Model H-87 shown above is actually priced 27% lower than the nearest comparable G-E Radio of last year. And you get fully one-third more radio in terms of new features, new performance, new styling. *See it! Hear it! Compare it!* Let your eyes and ears decide. That's the way to buy!

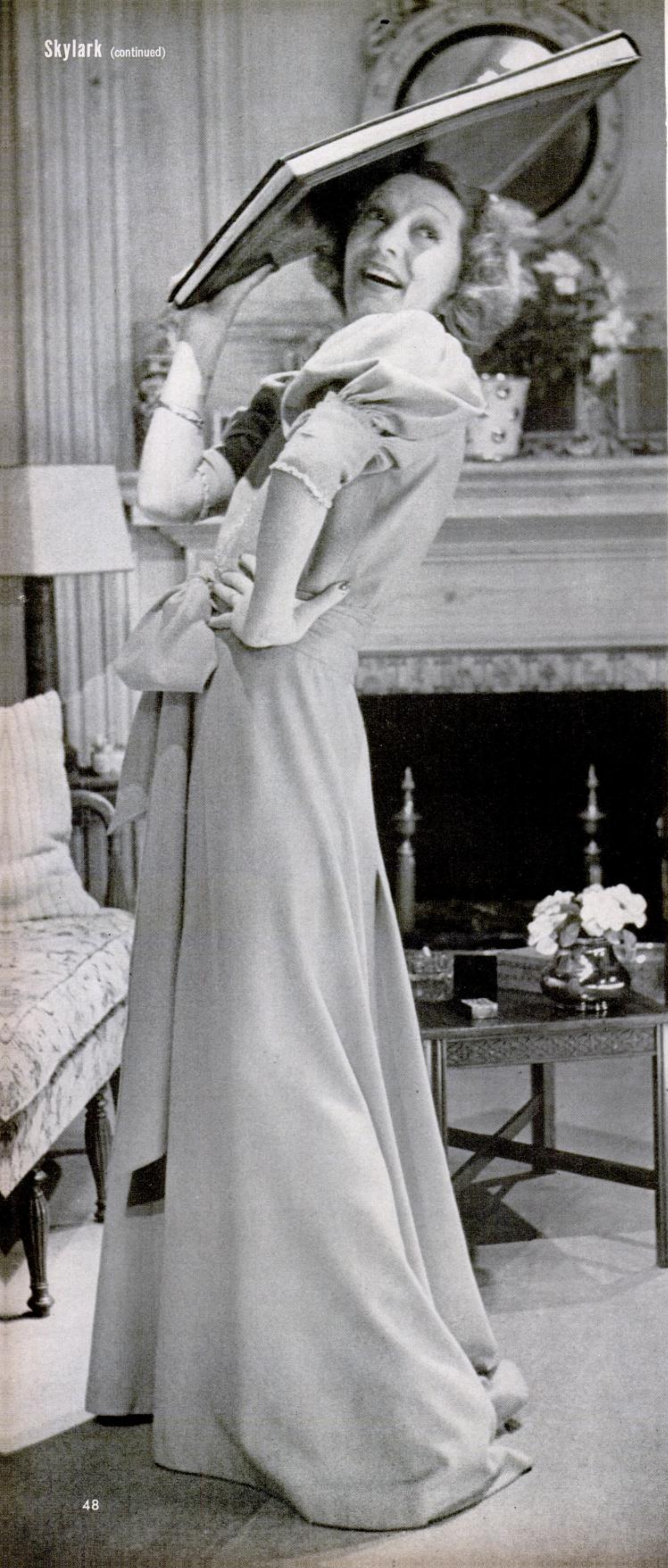
Visit your G-E Radio dealer for a demonstration tomorrow. Don't buy any radio until you've seen and heard the new G-E.

Easy Terms—Liberal Trade-In Allowance
For Replacements Specify General Electric
Pre-Tested Tubes

Only G-E Has The New Super
BEAM-A-SCOPE
No Aerial—No Ground
Quieter, Finer Reception

The Radio With The Big Plus + Value

GENERAL  ELECTRIC
Copyrighted material



Miss Lawrence cavorts to stardom

"Do you like my new hat, darling?" says Gertrude Lawrence (*left*), balancing album on her head in her last efforts to divert her husband. He glances up, says, "Next thing you know they'll be wearing things like that," and goes back to his newspaper.

In *Skylark* Miss Lawrence practices to perfection all the tricks she has learned on the English stage, where she started playing before she was 10, and promises to repeat the personal triumph of her last hit, *Susan and God*. But the fact that audiences are now buying standing room to see her glide across the stage, perch on furniture, muss her hair, laugh, pout, coo, roll her eyes and behave in general like a drawing-room jitterbug is not only a tribute to her. It is another indication that Broadway is returning to the star system of 30 years ago when a single actress could pack a theater and become the toast of the town.



Wife finally wins husband's attention by dropping album on floor. They pore over it together while tricky Miss Lawrence tweaks her own nose.



Husband is embarrassed reading his old love letters which his wife has saved. Play ends happily with husband and wife going on about as usual.



Just for the rich? Not any more!

NOW EVEN SLIM INCOMES CAN AFFORD PERCALE SHEETS!

FRANKLY, the luxury of sleeping on percale sheets came with a mighty high price-tag a few years ago. Not any more, though!

For now Cannon makes a percale sheet that costs only a few pennies more than heavy-duty muslin! Not

a reason in the world now why you can't treat yourself—this very night, perhaps—to one of the keenest pleasures we humans can know! The pleasure of stretching out between the velvety smoothness, the cool freshness of percale sheets!



They can "take it!" These Cannon Percals will be the Methuselahs of your linen closet. They wear and wear! They're woven with 25% more threads to the square inch than even the best-grade muslin. That firm close weave—and the strong, top-quality cotton they're made of—is the secret of their amazingly long life.



A happy surprise! When you start tubbing these Cannon Percale Sheets next washday, you'll be amazed at how much easier they are to handle—how much lighter than heavy muslin sheets. And if you send your laundry out at pound rates, this lightness can save you laundry costs of as much as \$3.25 per year, per bed.



Years of pleasure—for only \$1.49! Get some of these luxurious Cannon Percale Sheets for yourself, TODAY! You'll find them in most stores for around \$1.49—immaculate, packaged, ready for use. Stock up! (Also available at slightly higher prices in six soft clear colors: peach, azure, maize, pink, jade, dusty rose. Pillow cases to match. All Cannon Percale sheets and pillow cases can be had in lovely gift packages.)

Cannon also makes an outstanding muslin sheet which sells for about a dollar... a superior value at a low price.

"Size labels" on Cannon Sheets. As they lie folded in your linen closet, you can easily tell the size of each sheet, because of the convenient "size label" sewed in the hem.

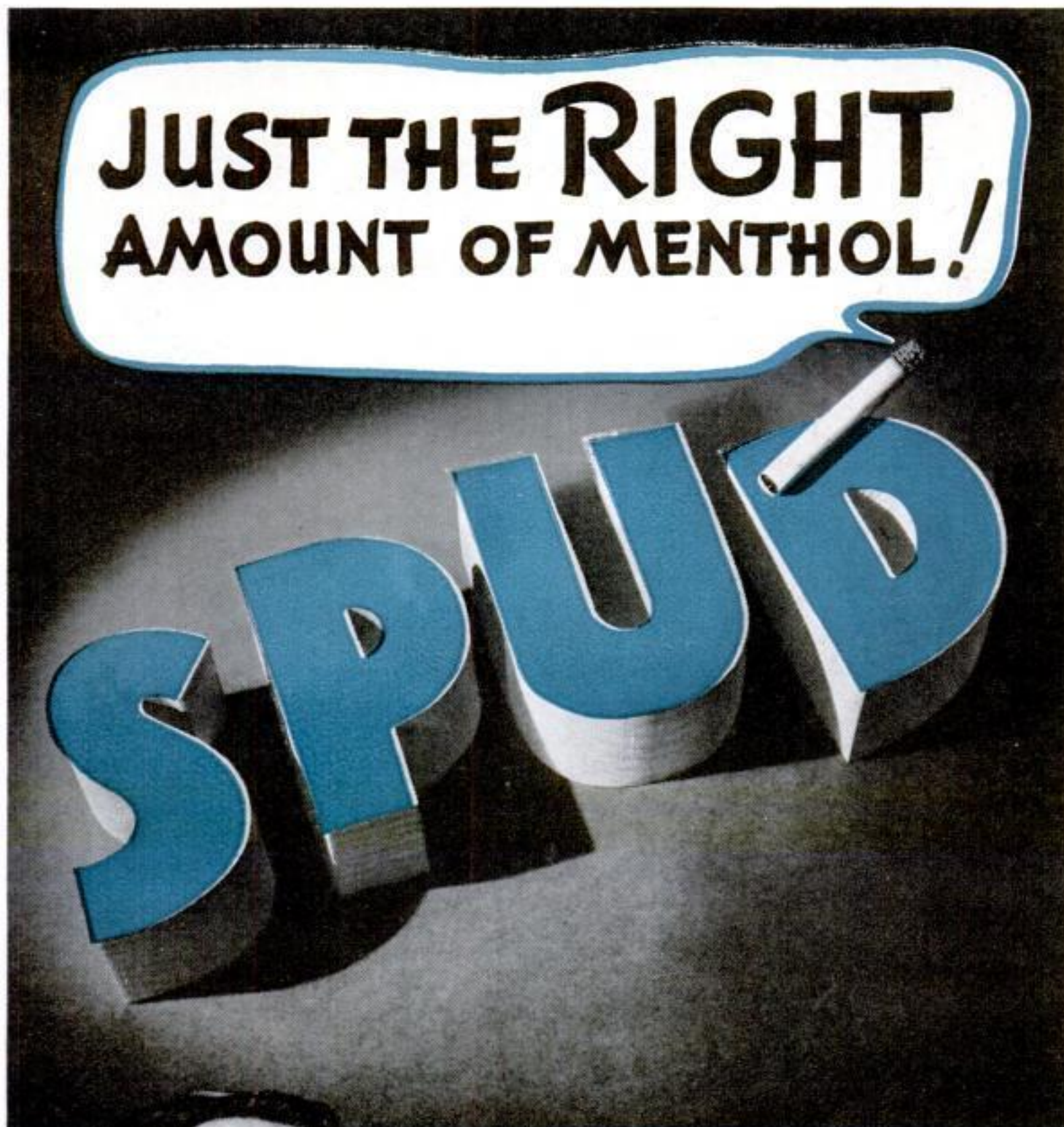
NEWS! Cannon Hosiery! Pure silk, full-fashioned, sheer and lovely, better made to cut down "mystery runs." Ask for Cannon Hosiery at your favorite store.

*This price may vary slightly due to different shipping costs and seasonal fluctuations of market prices.

Guaranteed by Good Housekeeping Magazine as advertised therein.

CANNON MILLS, INC., NEW YORK, N. Y.





**NO OTHER CIGARETTE
CAN BE LIKE THIS ONE!**

Spud *invented* mentholated cigarettes and *patented* the Spud way of making them.

Spud puts just the *right amount of menthol* in your smoke for utmost *pleasure, mildness and refreshing effect.*

Too much menthol would overwhelm the tobacco.

Too little menthol—or none at all—would be like food without seasoning. *Just the right amount of menthol* mellows the smoke, brings out the full tobacco flavor—makes smoking an unalloyed delight.



Make your next pack SPUDS, plain or cork tipped—and enjoy premium quality at no extra cost!

SPUDS ARE JUST RIGHT

NOT TOO MUCH
Putt too hard—and your ball hops over.

NOT TOO LITTLE
Because if you're never up—you're never in!

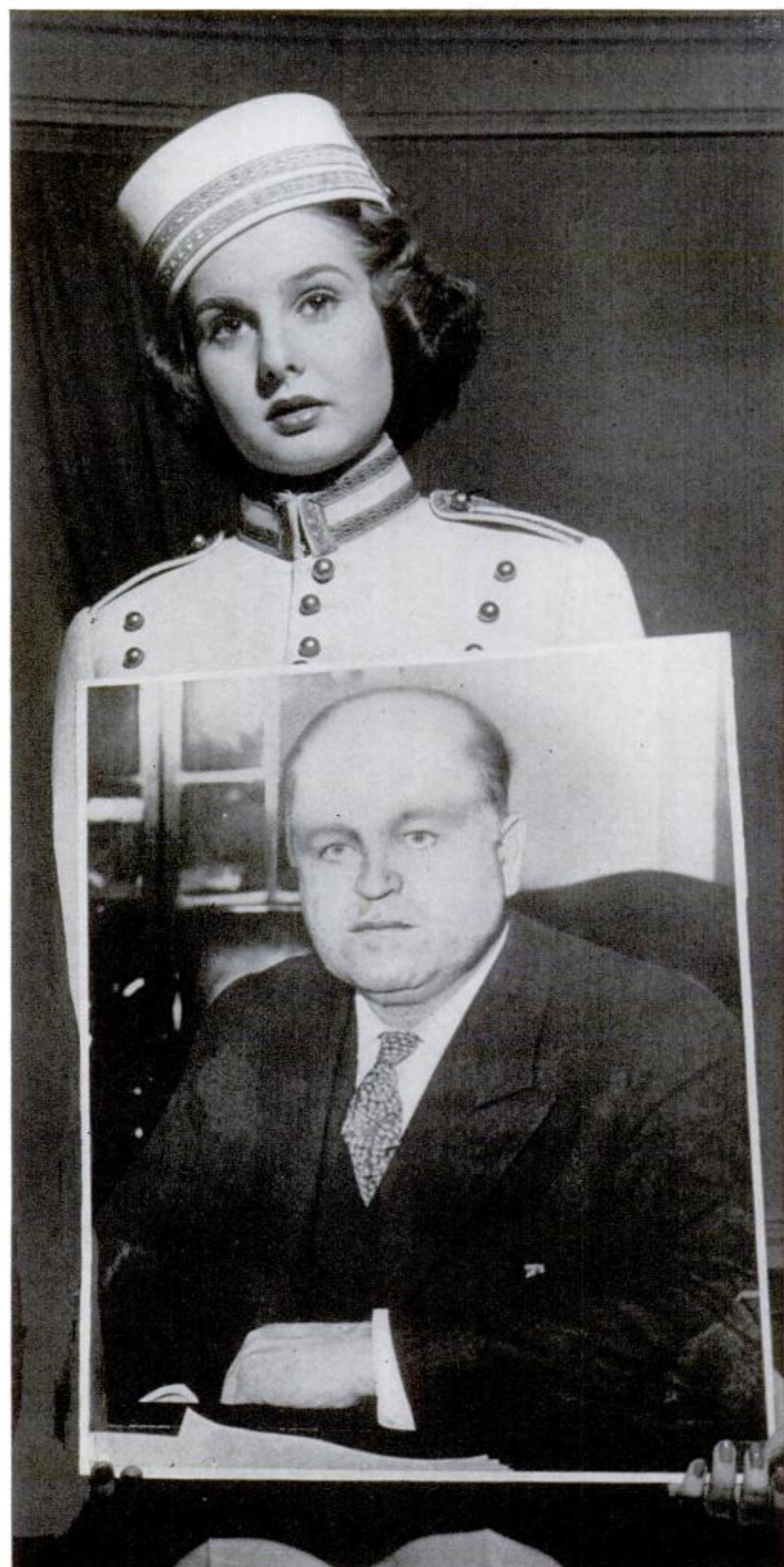
BUT JUST RIGHT
—and you hole out a winner!

COPR. 1939, THE AXTON-FISHER TOBACCO CO., LOUISVILLE, KY.

RADIO



EXPERTS KIERAN (LEFT), ADAMS, KELLAND AND LEVANT IDENTIFY "MR. MICAW



Who is he? He is an ex-miner, collector of American antiques, a basso-profundo orator whose speeches are rich in biblical and classical metaphor: John L. Lewis.



ER" IN "INFORMATION PLEASE." AT RIGHT: INQUISITOR CLIFTON FADIMAN

"INFORMATION PLEASE" EXPERT WITS ARE TESTED BEFORE MOVIE CAMERAS

In the pictures below and at left are three faces which under ordinary circumstances would be instantly familiar to every LIFE reader. For purposes of bewilderment, however, a retouch artist has shaved and shorn them to grotesque vestiges of their everyday appearance. As shown here these pictures will appear in an RKO-Pathé movie-short version of the radio program *Information Please*. Movie audiences will see its famed board of experts stumped only by the picture of the solemn gentleman cradled in the arms of the usherette at left.

Radio's most popular quiz program, "Information Please," depends for its success upon the highly literate and spontaneous wit of Clifton Fadiman and his trio of know-it-alls, Franklin P. Adams, Oscar Levant and John Kieran. In the three reels of the movie, *Information Please*, so far released and booked in 5,000 theaters, both literacy and spontaneity have been reverently maintained. Chief innovation made by Producer Frederic Ullman Jr. is the introduction of such visual posers as those shown here.

With these, the experts are as much at home as with merely verbal problems. Stuffed birds, animals, football referees' hand signals and complex charades bring the standard average of flip and accurate answers. Charles Dickens' Mr. Micawber (see top), from a parade of fictional characters, was speedily identified by Guest Expert Clarence Budington Kelland. On only one series, a group of stuffed fish, did the experts draw a blank. Worst performance, in a reel now in production, was by Guest Gene Tunney, who failed to identify four out of four wrestling holds.



Who is he? He is a famed letter writer to London Times: George Bernard Shaw.



Who is he? He is a lawyer with Presidential aspirations: Thomas E. Dewey.



● The hostess makes a hit when she serves Blatz Old Heidelberg Beer. It's got that Special Pilsener flavor . . . a flavor that's not bitter, not sweet—but just what you want! Once you try Blatz, you'll always prefer this lively, sparkling, smooth-tasting beer!

So try it today. Discover this new taste thrill yourself. In its new clear glass bottle, you can see how good it is!



Blatz

OLD HEIDELBERG BEER

"MILWAUKEE'S MOST EXQUISITE BEER"

BLATZ BREWING CO., MILWAUKEE, WIS.
88 Years of Brewing Experience—Est. 1851



Copyright 1929, Blatz Brewing Co., Milwaukee, Wis.

A GREAT EXPLORER'S SON IS BEST BRITISH BIRD PAINTER



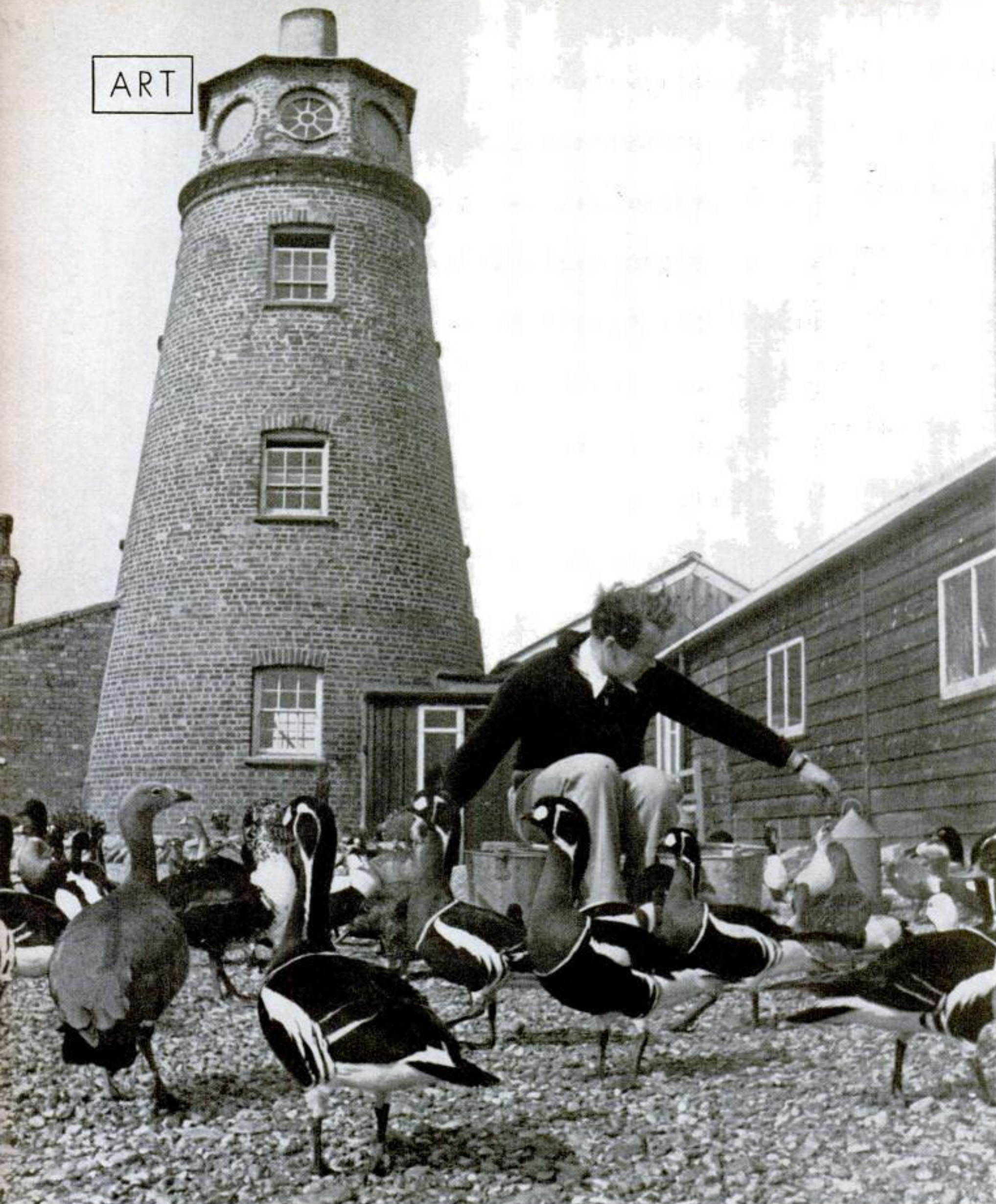
SCOTT DRAWS HIS LIGHTHOUSE

Before the war began, Peter Scott was staying quietly in his lighthouse on the North Sea coast of England. When war broke out, he crated his flock of tamed wild geese, the finest collection in the world, and dispersed them among his friends' estates. Then he

went off to serve his country. He spent his first weeks camouflaging factories, is now somewhere in the Navy.

Peter Scott's father was Robert Falcon Scott, the brave explorer who reached the South Pole in 1912 and died on the way back to his base. His son, now 30 years old, has become the best bird painter in the British Empire. A brawny energetic young man, he turns out an average of one painting a week. Some of his vivid, poetic canvases sell for as much as \$1,400. Scott lives in an old lighthouse in Norfolk. Around him he has gathered more than 400 wild fowl, some of them very rare and most of them so friendly that they will eat out of Scott's hand as eagerly as barnyard birds. The lighthouse has become a regular stopping place for migratory birds.

The paintings on the following pages appear in *Wild Chorus*, a fine book, written and illustrated by Scott. It will soon be published in a popular edition by Scribner's. These birds and all the other game birds of Europe will benefit by the war which has stopped Scott's work. During the last War, the feathered population of Europe increased greatly because hunters were too busy shooting at each other to shoot at birds. With population in many species dropping near the danger point, ornithologists think the war has come just in time to save them. Not many birds will be killed by the war. Curiously enough, conservationists believe that the war will also help Europe's fish population. The North Sea has been badly overfished for some time. But fishermen are now refusing to go out into its dangerous mine-strewn waters, leaving the fish to live and breed in the comparative safety of a wartime sea.



AT HIS LIGHTHOUSE HOME, PETER SCOTT FEEDS HIS FLOCK OF RARE RED-BREADED GESE



Snow geese in flight were photographed by Scott while on a trip through Canada last year. To observe wild fowl,

Scott has roamed all over the world from Hudson Bay to the Caspian Sea. He not only paints birds magnificently but

also writes beautifully about them. Eventually he plans to publish a vast monograph on *The Wild Geese of the World*.



Grey-Lag Geese Alighting

The Grey-Lag, probably the ancestor of the present British domestic goose, got its name because it lagged behind to

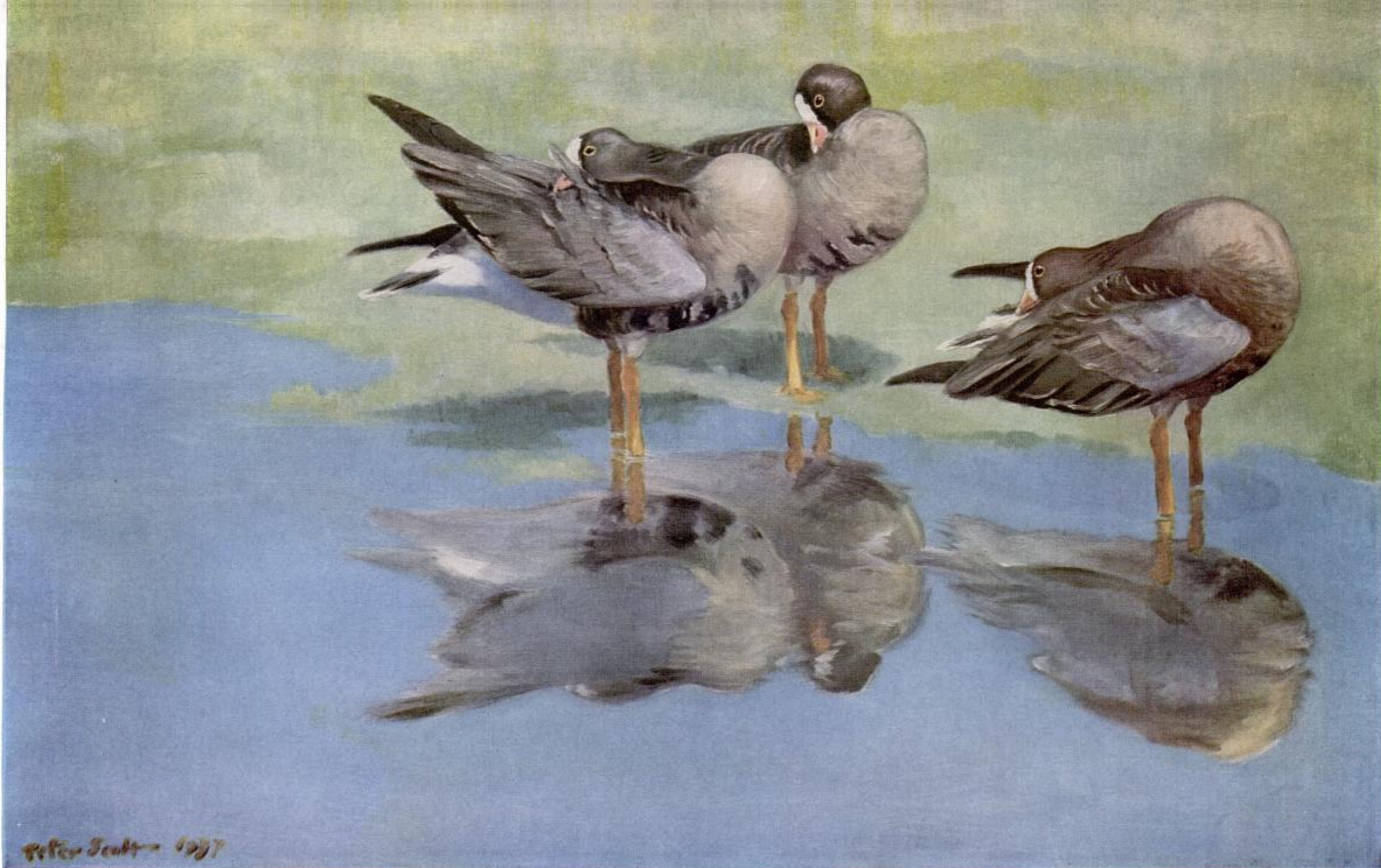
make its nest in England while other geese went north. Like the Canada goose, it posts a sentry while the flock feeds.



Brent in Strangford Lough

The Brent, England's commonest visiting goose, is much like the U. S. Brant. It flies very high and its wild dis-

cordant cries are probably the source of old wives' tales of "Gabriel's hounds" who ride the sky on cloudy nights.



Lesser White Fronts Preening

Peter Scott calls this bird the "neatest, most perfect little goose." It breeds in the cold tundras of Siberia, as far west as Lapland. In the fall it migrates in huge flocks over the plains of southeastern Europe.

Bewick's Swans on a Pond

Bewick's Swan (pronounced *buicks*) ranges from Arctic Asia to Ireland and the Mediterranean. A common Continental bird, it resembles America's Whistling Swan. Its call has been described as a "musical bark."



LOOK! \$10,000,000 CASH PRIZES

FILL OUT THE LAST LINE TO THIS JINGLE

For beautiful teeth to shine bright,
Use Dr. Lyon's morning and night.
Your smile will be prouder
Because of this POWDER

(RHYME WITH "BRIGHT")

Mary Noble's Great Christmas Jingle Contest

for Dr. Lyon's Users and Dealers

\$1000 CASH FIRST PRIZE

500 CASH SECOND PRIZE

200 CASH THIRD PRIZE

10 PRIZES OF \$100 EACH

20 PRIZES OF \$50 EACH

100 PRIZES OF \$10 EACH

300 PRIZES OF \$1 EACH

PLUS Duplicate Prizes for the dealer whose name appears on each winning entry

866 CASH PRIZES IN ALL

TUNE IN

for suggestions to
Mary Noble,
"Backstage Wife,"
NBC Red Network,
4 P. M., E. S. T.
coast-to-coast.

HINTS TO HELP YOU WIN

Read the jingle and add a line with delight" — or, "Your beauty the whole world will cite," or, "For dates all the men (girls) will fight." Isn't it easy! You have probably thought of a better one already. Send it in today!

EASY RULES

1. Write on entry blank or an ordinary sheet of writing paper. Write or print your last line, using sufficient words to complete the jingle. Your last line may embody any idea you think completes the thought, if the last word rhymes with "bright" and "night." Print or write your name and address.
2. Enclose one empty cardboard box from any size can of Dr. Lyon's Tooth Powder and the name and address of the dealer who supplied you with this. Mail to The R. L. Watkins Co., Box No. 9, Canal Street Branch, New York, N. Y. Please use sufficient postage.
3. Contest closes December 3rd, 1939, and all entries must be postmarked on or before midnight of that day.
4. Entries will be judged for aptness, originality, and suitability. Decision of the judges will be final. "Fancy" entries will not count extra. Duplicate prizes will be awarded in case of ties. No entries returned and all entries, contents, and ideas therein become the property of The R. L. Watkins Company, makers of Dr. Lyon's Tooth Powder.
5. Anyone may enter the contest except employees of The R. L. Watkins Company, and their advertising agencies, and the families of these employees. This contest applies only to Continental United States and is subject to all Federal, State, and local laws and regulations.
6. You may submit as many entries as you wish, just so long as each is accompanied by a Dr. Lyon's box.
7. Major winners will be announced over the radio program, "Backstage Wife," as soon as possible after contest closes, and their prizes mailed before Christmas. Other winners will be notified and their prizes forwarded by mail.

Here's All You Do

Learn about Dr. Lyon's Tooth Powder, the fast, efficient way to cleanse and polish teeth and win cash by Christmas to spend as you like! Read and follow simple rules at left carefully.

Here's a quick, new contest that's fun . . . that any intelligent child may enter and win. No letters or slogans to write or names to make up, and 433 separate cash prizes up to \$1000 . . . with your money in your hands by Christmas.

Think of it! You get in line for 433 separate prizes . . . all in cash.

SIMPLE AS A. B. C.

What you do is as easy as it's possible to make it. Just write the last line of the jingle in the entry blank at right. It's natural for anybody to rhyme. Five minutes of your time could actually bring you as much as \$1,000! (See "hints" above entry blank.)

And think what you could do with that much money — "all velvet" — for the house, clothes, a trip, a new car, to pay all your bills and still have enough for personal things you have always wanted.

HOW TO START

You'll probably get ideas for making up your last line immediately.

Remember that whatever you hear about dentifrices, your dentist knows more about cleaning teeth than anybody else. And he most probably uses POWDER. For POWDER efficiently cleanses and polishes improperly cleansed teeth, reveals their Natural Brightness; the natural whiteness they may really have!

And what that means — gleaming teeth and a brilliant smile — can be very important to anybody. For no woman can be fully attractive without it . . . no man as successful as he might be.

In your own home DR. LYON'S TOOTH POWDER does its job of brightening your smile so quickly! For it is an effective cleansing agent developed by a dentist for you to use regularly. It is very economical. And Dr. Lyon's contains no pumice, harsh abrasives, or harmful chemicals. It is safe to use.

DON'T WAIT TO ENTER

Enter now. Send your last line in at once. Get all the help you want. Children, ask your teacher for suggestions. When you get another idea, enter again. The more entries you send, the better your chances! Tear out the free entry blank now. Get a can of Dr. Lyon's Tooth Powder for a few cents at any drug or department store, and mail your entry today!

FREE ENTRY BLANK

Mail this NOW To Win Cash!

For beautiful teeth to shine bright,
Use Dr. Lyon's morning and night.
Your smile will be prouder
Because of this POWDER

(Write plainly or print the last line you want to enter here)

The R. L. WATKINS CO., Box No. 9, Canal St. Branch, New York, N. Y.

Gentlemen: Here is my entry. I have read the rules and I am enclosing a Dr. Lyon's Tooth Powder Box.

Name _____

Address _____

My dealer's name and address _____

DEALERS: Duplicate prizes to you!

for promoting this contest among your customers, helping them write the winning lines, distributing entry blanks and setting up displays according to the simple rules that have been sent you. For further information write direct to The R. L. Watkins Company, 170 Varick Street, New York, N. Y.

Your dealer may help you win!

LOOK, MARY! HERE'S THAT \$10,000 JINGLE CONTEST. LET'S ENTER.

HERE'S YOUR ENTRY BLANK, LADIES. AND ALL YOU DO...

...IS JUST WRITE A LINE TO RHYME WITH "BRIGHT"

I GET IT, "DELIGHT" "ALL RIGHT"

HERE GOES MINE AND CAN I USE \$1,000!

What's the best ham?



Washington—where people gather from every state—reflects the tastes of the whole nation. Here one brand of ham is sweepingly preferred. Swift's Premium!



Questioned over the telephone in an unbiased survey, women all over the city voted on "which ham is best." Their verdict: wonderful-tasting Swift's Premium!

City-wide vote gives the
ham of marvelous flavor
a 3 to 1 lead

A poll of Washington women has proved it again—it's flavor that counts in ham! Nowadays all of the better brands are tender. But no other ham has Swift's Premium's marvelous flavor... and no other got even a third as many votes.

This poll was made by independent research workers. They telephoned hundreds of women in all parts of the capital city, asked "What brand of ham do you think is best?"

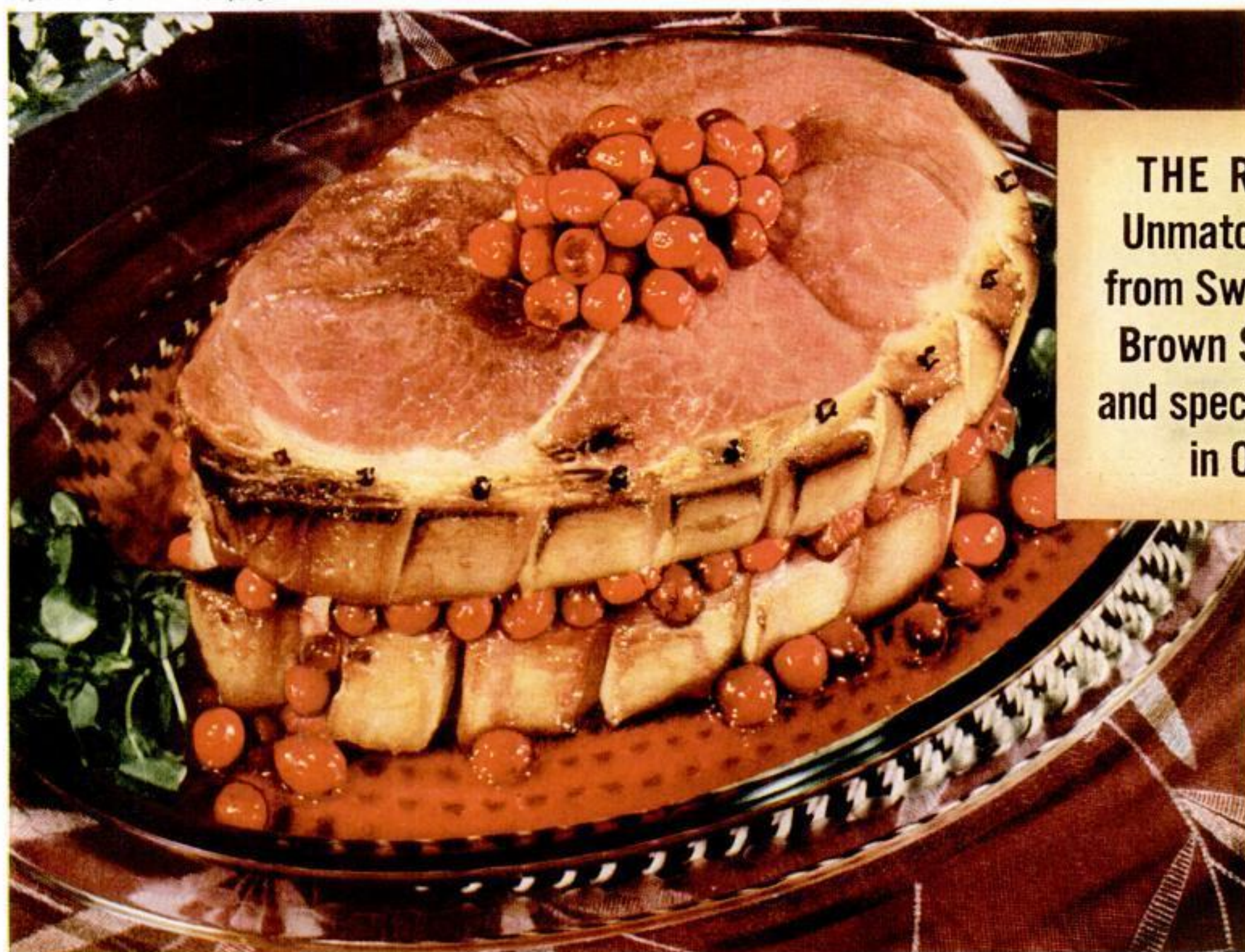
Swift's Premium led its nearest competitor more than 3 to 1... got as many votes as the runner-up and the next 3 brands combined!

Have you tasted the mild richness of Swift's Premium, from Swift's secret Brown Sugar Cure? The mellow tang from Swift's special Smoking in Ovens? Until you've tried Swift's Premium—tender as spring chicken, superlative in flavor—you haven't an idea how grand ham can be!



Washington hostesses may worry about precedence, and how to seat their guests. But not about what kind of ham to serve. It's Swift's Premium.

Copy. 1939 by Swift & Company



THE REASON!
Unmatched flavor
from Swift's secret
Brown Sugar Cure
and special Smoking
in Ovens!



For easy cooking at home, in the blue and white wrapper.

Say Swift's Premium for the finest meats:

Beef	
Ham	Bacon
Veal	Lamb
Table-Ready Meats	
Poultry	

In the red and white wrapper, ham that's ready to eat!

Cranberry Ham Slices. (A Martha Logan recipe!) Mix 2 cups raw cranberries with 1 cup honey and spread on a 1-inch center slice of Swift's Premium Ham. Top with a second slice edged with cloves. Bake in a slow oven (325° F.) for about 1 hour and 15 minutes, basting occasionally. Remove from oven, decorate top slice with some of the cooked cranberries, and serve.

REMEMBER, THE MEAT MAKES THE MEAL

Scott's birds (continued)



Scott feeds goslings lying down with birds clambering over him. At feeding time he takes buckets of corn and cries: "Come, my pretty ones." They come in swarms.



Scott feeds a mother goose, a grey-lag, who is hatching out her eggs. Usually a setting goose will attack intruders, but this one knows Scott well and is amiable.

CONTINUED ON NEXT PAGE

Mrs. Edgar Rice Burroughs has two delightful children—a boy and a girl. She plays a fast game of tennis, swims expertly, finds time to entertain often at her attractive new home in Beverly Hills, California. She is noted as a brilliant and gracious hostess



Charming MRS. EDGAR RICE BURROUGHS

wife of the famous writer, creator of Tarzan, says

"I find so many of my guests now choose Wine"

"Most of our guests are active, busy people," says Mrs. Edgar Rice Burroughs. "They prefer not to overdo when they relax. So I serve a choice of beverages, and I find more and more people nowadays select wine."

This idea of giving guests an opportunity to choose wine as their beverage is sweeping the country, hosts and hostesses report.

Women notice it at afternoon teas and bridge parties. So many wives now prefer exquisitely flavored Tokay or one of the golden, sweeter Sauternes—served in a small glass.

Hostesses discover that, before dinner, more and more people today prefer a cocktail-size glass of fine Sherry—or a larger glass of deep-ruby, full-flavored Burgundy served with the main course.

Or in the evening, simple informal bowls of fruit and nuts, or a tray of cheeses and wafers, set out with small glasses of mellow Port or fragrant Muscatel.

Next time you have guests at your house, why don't you try it? As Mrs. Burroughs says, you will be amazed how many people prefer wine because it is moderate—because good wine and genial, leisurely evenings go together.



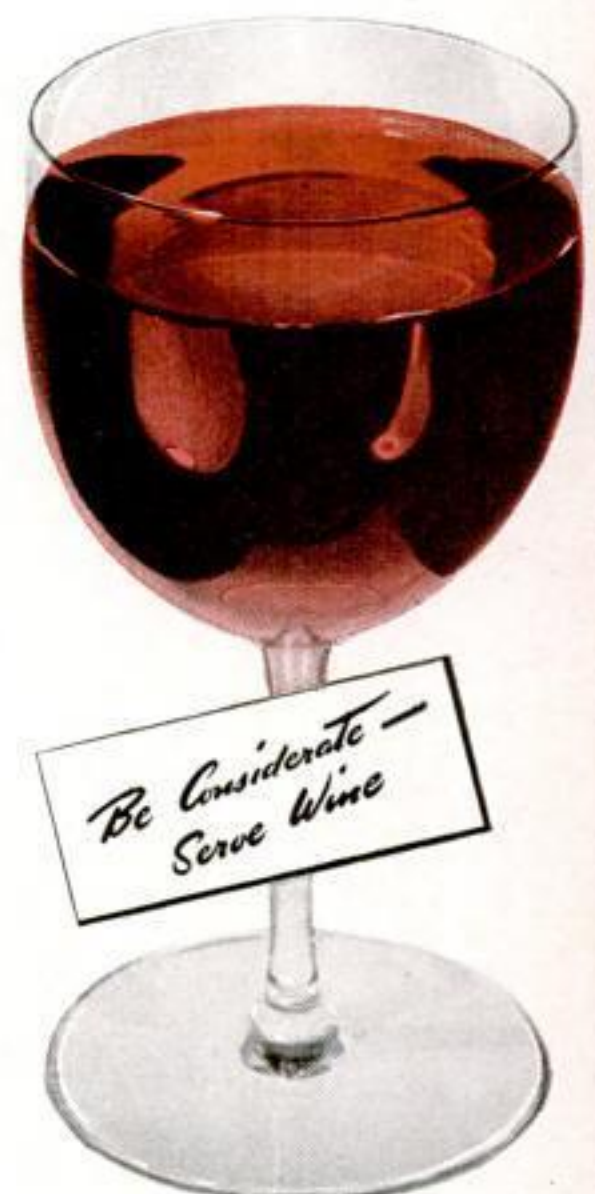
All you need to know
to serve Wine

There are many varieties, but only two main types of wine . . . (1) Wines made "dry" (not sweet) especially to serve with meals, called *table wines*; (2) Wines for use with desserts or as refreshments, called *sweet wines*.

A favorite "table" wine is Burgundy, ruby red in

color, with a delicate tang. Offer Burgundy with the main course in servings half the size of a water goblet.

A distinguished "sweet" wine is Sherry, amber, zestfully nut-like in flavor. Serve your Sherry in small glasses. (California Sherrys are made dry, medium dry or slightly sweet.)



THE WINES OF CALIFORNIA

Now chosen by more than 9 out of 10 American hosts and hostesses are the good wines of our own country. The wines of California, for example, are grown to strict standards of quality. They are true to type. Well developed. Inexpensive.

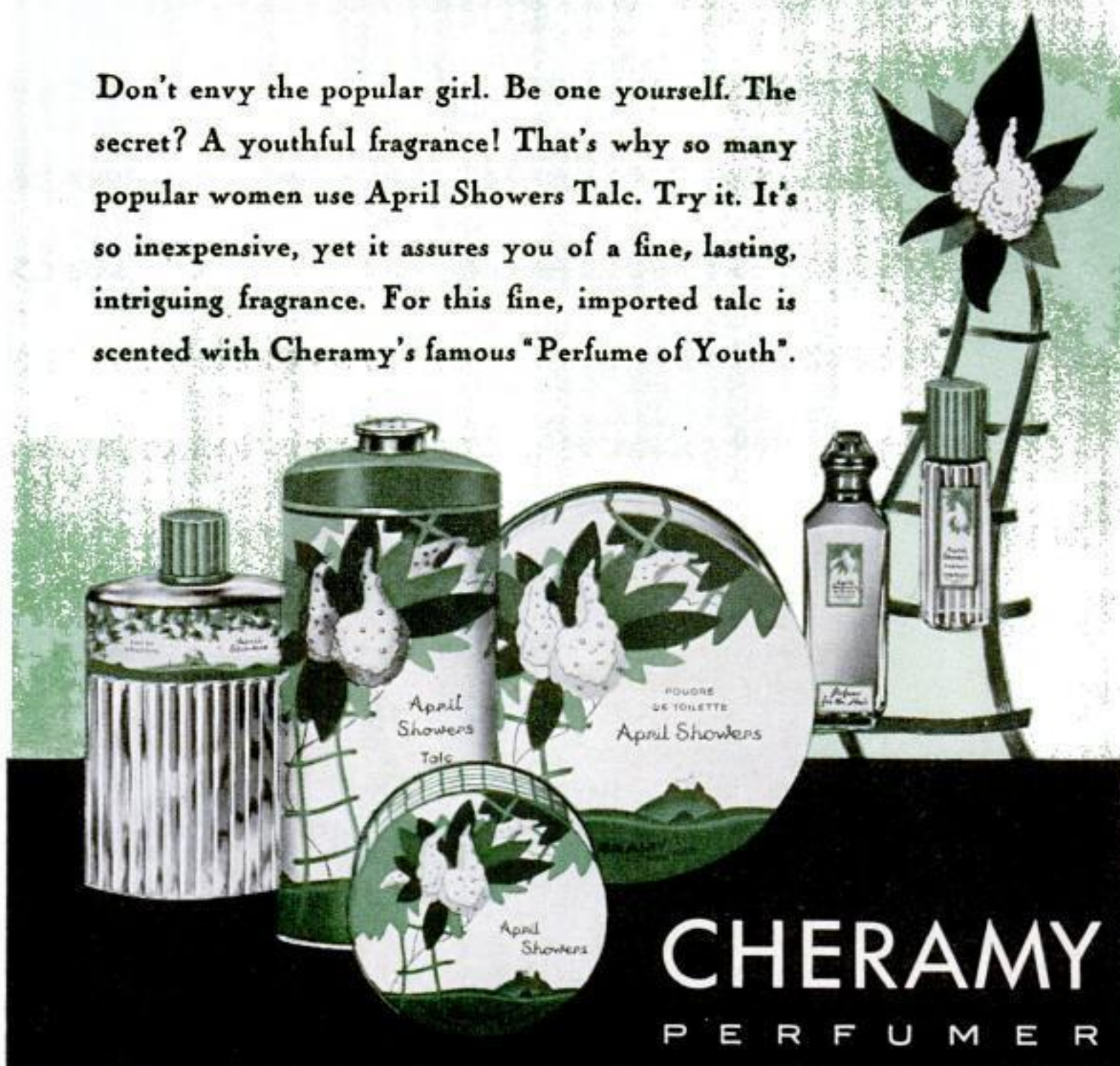
This advertisement is printed by the wine growers of California, acting through the Wine Advisory Board, 85 Second Street, San Francisco.



April Showers...

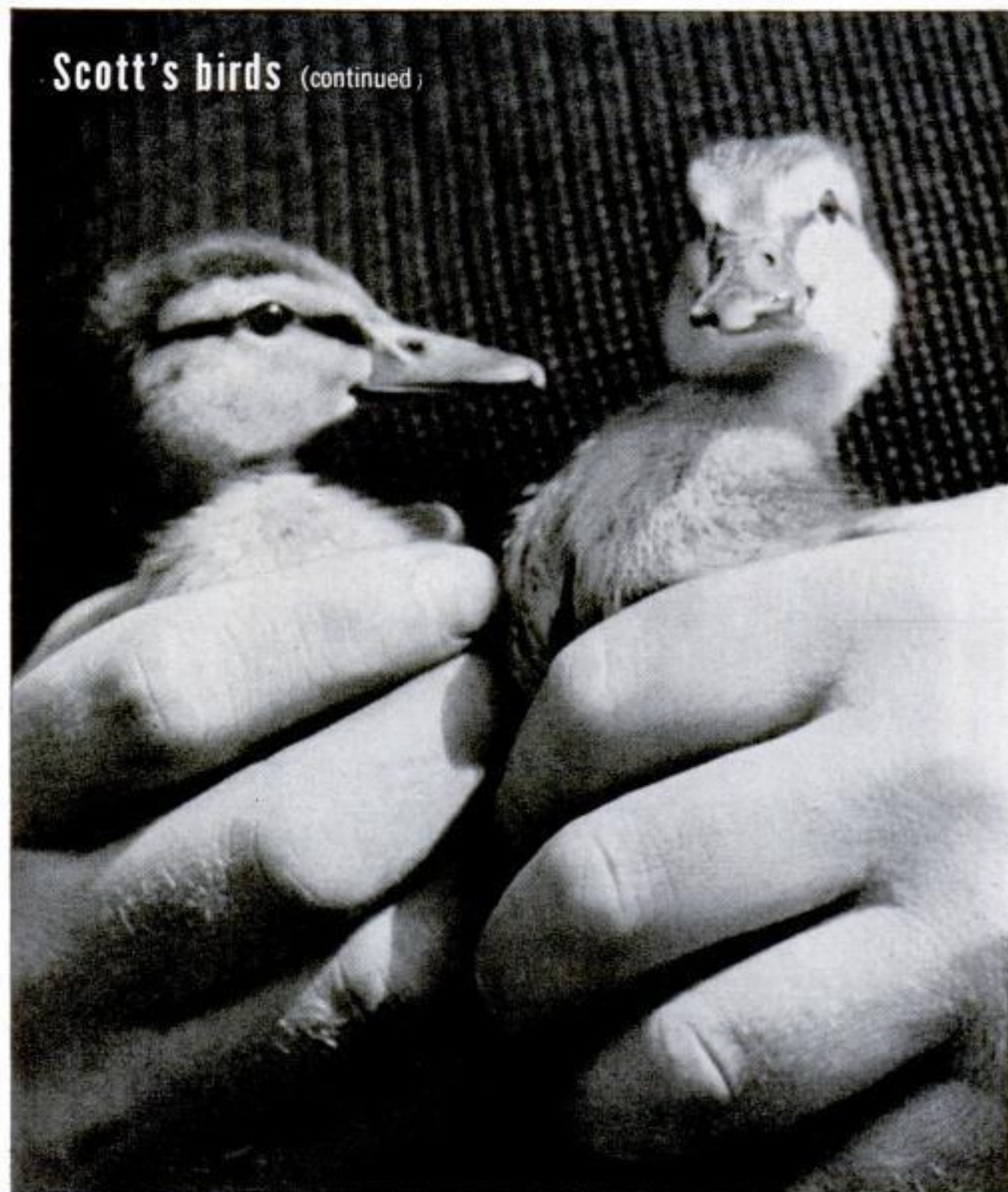
the Perfume of Youth

Don't envy the popular girl. Be one yourself. The secret? A youthful fragrance! That's why so many popular women use April Showers Talc. Try it. It's so inexpensive, yet it assures you of a fine, lasting, intriguing fragrance. For this fine, imported talc is scented with Cheramy's famous "Perfume of Youth".



CHERAMY
PERFUMER

Scott's birds (continued)



Two young mallards pose in Peter Scott's hands for their portraits. Though a wild bird, the mallard duck can be easily domesticated if anyone takes enough trouble.



A young grey-lag goose hisses fiercely at Scott who is approaching her nest. She is the daughter of grey-lag shown on page 57 but is far less friendly than her mother.



DRAWN FOR DE BEERS BY TAKAL

*"... Like a diamond
Its holy flame forever burneth"* —SOUTHEY

A YOUNG MAN engaged may be pardoned for thinking that a poet, however sympathetic to his mood, is scarcely the man of affairs to consult about his future plans. He would be wrong. For generations, poets have pointed out the most practical fact in the world about his first important decision—his diamond engagement ring. It is this: The beautiful flame of a diamond is unquenchable. Once you have chosen yours, it will become a permanent symbol throughout your years and far beyond them. However modest, your wife will never relinquish it to meet more affluent circumstances. Your diamond, therefore, must be chosen to represent the man you hope some day to become. Such a choice is not too difficult if made with forethought. Consult only a reliable merchant. (Many of them will be glad to assist you in the purchase of a handsome stone by extending the payments over a period of months.) Look for value in color and in brilliance, depth, skill in cutting as well as in its carat weight. Make every effort to select a stone whose pure white light reflects the best you hope your life can ever offer.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

CURRENT PRICES OF QUALITY DIAMONDS
(Exact weights shown are infrequent. Fractional weights at relative prices.)

One-half carat, \$100 to \$200		One carat, \$325 to \$600	
Two carats  (Square-cut)		(Brilliant) 	\$900 to \$1750
Three carats (Marquise) 	(Brilliant) 		from \$1500

Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight.
These prices do not include mounting.

It took 100 years to make **BALLANTINE'S ALE** as good as it is today



YOU CAN'T NAME ONE of the really great drinks of the world that is a newcomer. Great drinks aren't invented like a mechanical gadget. They can't be copied like a hat. More like a man, they must develop character—they must grow great with the years.

A century has come and gone since Peter Ballantine built his brewery. He established certain standards to which the experience and skill of 100 years have been added. You'll find all this in every glass of Ballantine's Ale you drink today.

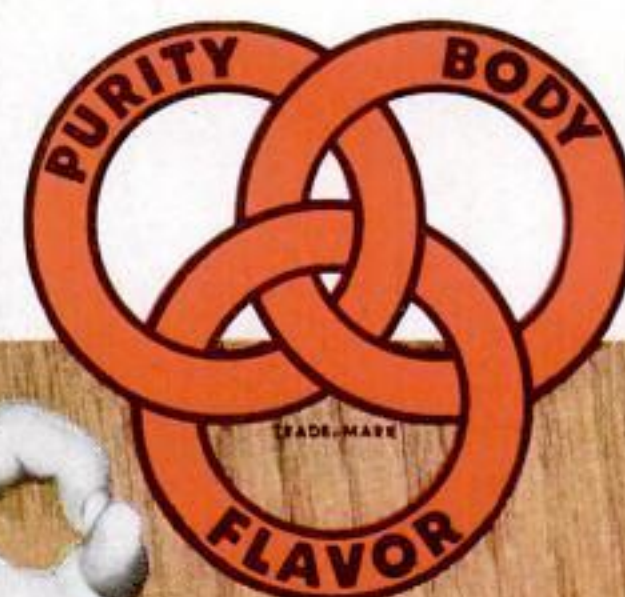
Particularly, you'll find PURITY, BODY, FLAVOR—the three basic qualities signified by Peter Ballantine's famous 3-ring trademark. *More people get more enjoyment from Ballantine's Ale than from any other . . .*

AMERICA'S LARGEST SELLING ALE

These distinguished containers bring you "America's finest since 1840"—the ale that outsells all others. In 12-oz. and full-quart bottles—in 12-oz. and full-quart copper-colored cans.

Copr., 1939, P. Ballantine & Sons, Newark, N. J.

Order **BALLANTINE'S ALE**
the "Handy" way



3 RINGS—GET IT?



THESE ARE RICH YOUNG BUENOS AIRES SOCIALITES HAVING A GOOD TIME AT A GOING-AWAY PARTY FOR THE DAUGHTERS OF THE NEW ARGENTINE AMBASSADOR TO PERU

THE ARGENTINES

LIFE LOOKS SOUTH AT A GREAT AND PROUD PEOPLE

Photographs for LIFE by John Phillips

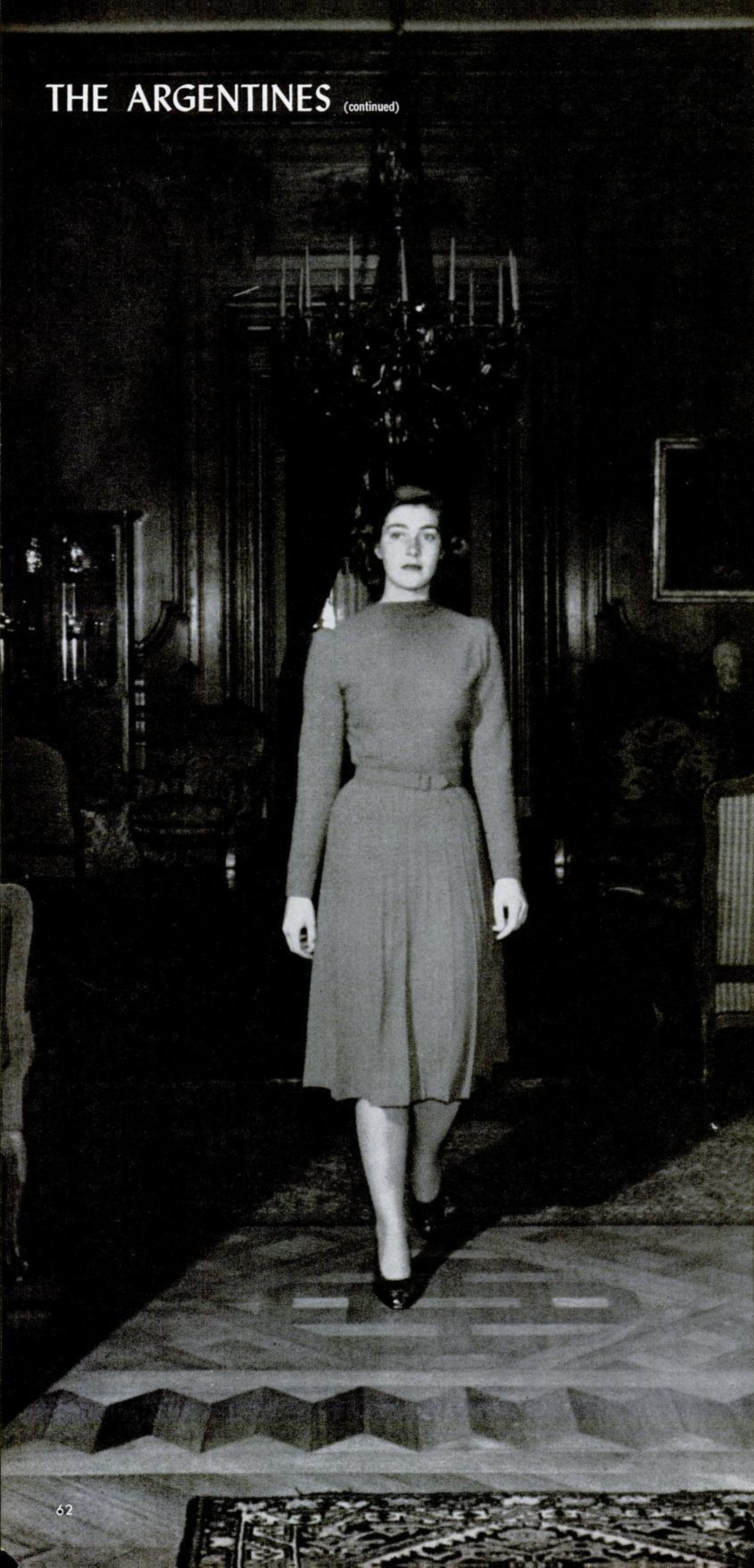
It would be a fairly safe bet that the average U. S. American who has had time to forget his eighth-grade geography lessons knows more about the Forbidden City of Lhasa than he does about his own "good neighborhood" of South America. Certainly he knows more about China or Africa, or even the frozen Arctic. One prime reason for this ignorance is that the average U. S. American has always heard and read about Tibet and China and Africa and the Arctic in terms of people, of monks and mandarins and savages and Eskimos with strange ways and lores. But South America has always been presented to him as a statistical jungle of economic opportunities and political problems. It has been reported exhaustingly as a potential source of raw materials, a potential market, a potential foothold for fascists, the potential other half of a great Pan American confederation. All this is very important. War in Europe makes it more important every day. And it is very exciting to statesmen, big businessmen and youths in search of careers. But to the average U. S. citizen, it is a headache if not a bore.

LIFE's Reporter-Photographer John Phillips discovered on a recent expedition that some very interesting and likable human beings—present, not potential—live in this statistical jungle. Here are some mementoes of his visit with the people of South America's richest and proudest nation: the Argentines.

THESE ARE ARGENTINE "PEONES" SUCKING MATÉ (NATIVE TEA) AND ROASTING BEEF OVER AN OPEN FIRE ON A HUGE RANCH, "EL PELADO," 185 MILES FROM BUENOS AIRES



THE ARGENTINES (continued)



TERESA DUHAU IS A GLAMOR GIRL

One reason which the people of South America, and especially the proud Argentines, give for disliking the U. S. is that U. S. businessmen who settle among them feel superior and patronize the "natives." One look at Teresa Duhau Lacroze, who was at the party shown on the preceding page (*standing under chandelier in black frilled dress*), is enough to convince anybody that if this is true, U. S. businessmen show very poor judgment indeed.

Teresa Duhau, who by old Spanish custom adds her mother's name "Lacroze" after her father's, is 20 years old and the Brenda Frazier of Buenos Aires. She belongs to one of the great landowning families that have traditionally dominated Argentina and through her mother, whose ancestors built B. A.'s first street railway, she is also kin to a rising group of rich industrialist families.

Though, unlike Brenda Frazier, Teresa must have a chaperone nearly everywhere she goes, she has a good time. She lives in one of the world's smartest, most cosmopolitan cities—the third largest in the Western Hemisphere (after New York and Chicago) and the eleventh largest in the world. (Nearly a fourth of Argentina's 12,800,000 people live in Buenos Aires.) On an average day she and her friends get up at noon, wind up at 2 or 3 a.m. in a swank night club, filling in betimes with reading, much telephoning, teas, cocktail parties, movies, theaters, dinner parties that begin at 9:30 p.m. and end around midnight. Like most of her friends, Teresa speaks English and French as well as Spanish, has traveled much in Europe.

The Argentines are proud not only of their wealth and culture, their beautiful women and virile men, but also of the fact that, unlike every other South American country except tiny neighboring Uruguay, they are a nearly pure "white" nation. Mostly of Spanish and Italian ancestry, with strong dashes of English, Scotch and Irish stocks, they have very few Indians, almost no Negroes among them. They call vast Brazil "a Negro tropical republic," Uruguay "our summer resort," Paraguay "a dependency," Bolivia "a vulture's nest high in the mountains." They resent Yankee patronizing not only socially but also in the political field, where they see a U. S. attempt to seize a leadership of South America which they themselves are ambitious to hold and increase.



Teresa Duhau's French-English forebears migrated to Argentina some 120 years ago during the wars of independence.



Telephoning is a way to dodge chaperones, hence B. A. numbers are usually busy. Right: a skilled horsewoman, Teresa rides weekends on her family's ranch.



Teresa's new car is a Buick. In the rear is South America's tallest building, the Kavanagh apartments (28 stories). Below: Teresa leaves home for a party.



THE ARGENTINES (continued)

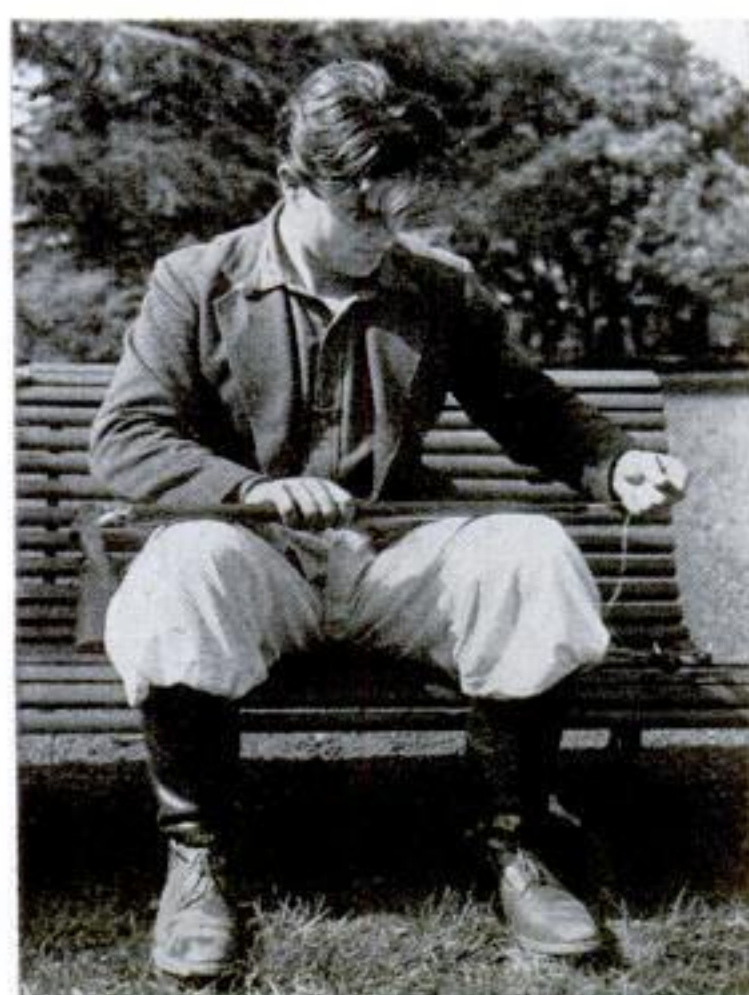
OLDTIME GAUCHOS ARE GONE FROM THE ARGENTINE PAMPAS

"Just beef?" said Tallulah Bankhead.

"Just beef," said the rich young Argentine.

The Argentine, visiting in New York, was explaining the source of his wealth to the actress-daughter of the Speaker of the U. S. House, who found it astonishing that a rich man should own no stocks and bonds. Though Argentina also ranks among the world's top exporters of wheat, corn, linseed, wool and hides, meat—both beef and mutton—is far & away its greatest source of national wealth. Argentines, supplying three-fourths of the world's export total, take fierce pride in their meat. A rankling hurt to their pride is the fact that the U. S., blaming hoof & mouth disease, will import none of their meat except that which has been cooked and canned. Some regions of Argentina, notably Patagonia, are free of the disease, but politically powerful U. S. cattle growers keep the bars up just the same.

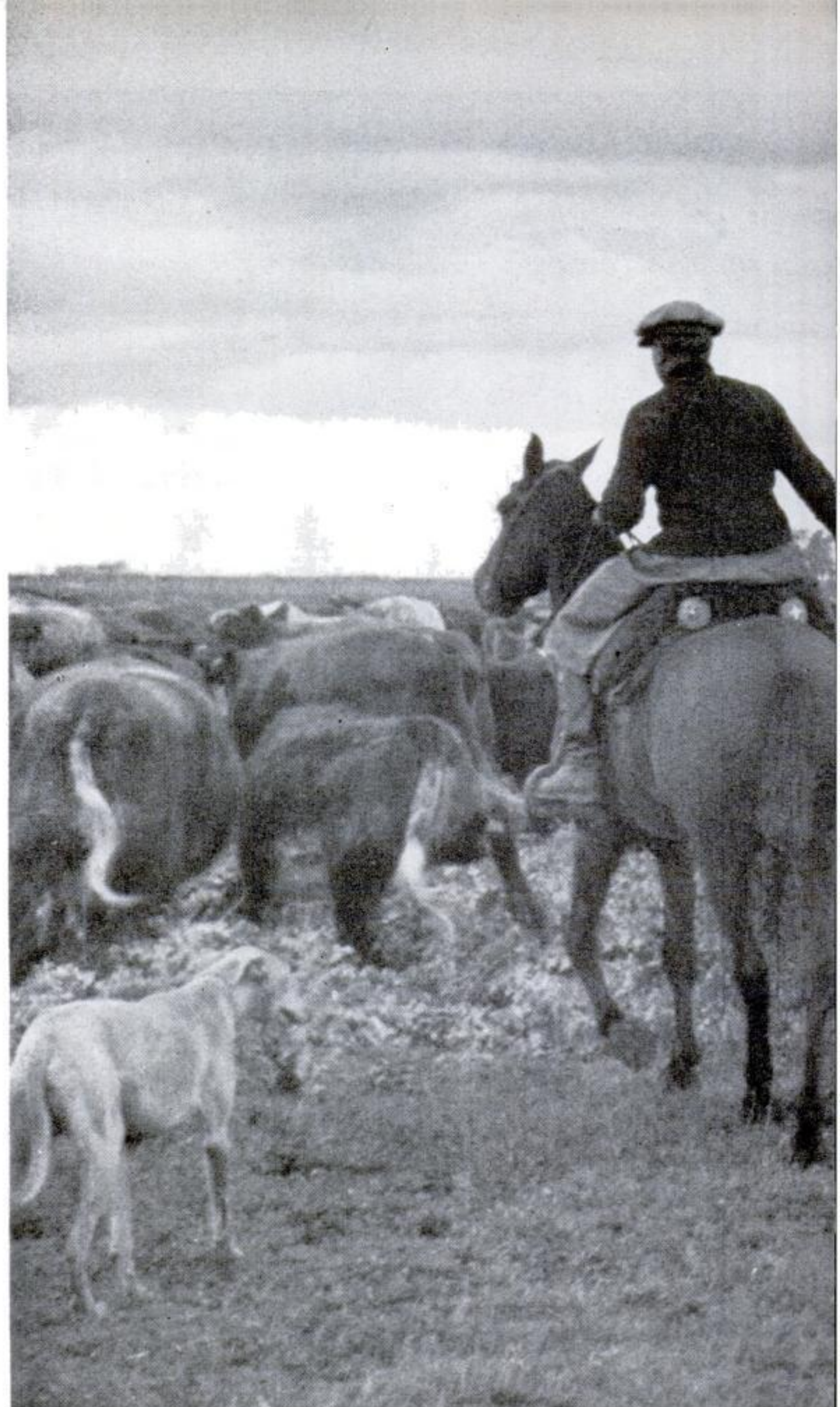
Argentina's beef is grown on huge ranches called *estancias*. "El Pelado," where most of these pictures were taken, comprises 82,000 acres. Argentina's famous gauchos, bearded, lawless, part-Indian nomads who herded a few wild cattle into market when they needed cash, are a vanished breed. Now that the cattle have been tamed and the pampas fenced, their places have been taken by ranchhands called *peones*. These, though they ride beautifully and imitate some of the old gauchos' customs and costumes, are thoroughly domesticated, mostly beardless natives of southern Spanish stock who live in mud huts and work for about \$9 a month.



The owner's son, a Cambridge University student transferred to Cornell since the war began, cleans his Winchester for vacation hunting.



Owner of El Pelado is Condesa Tota Cuevas de Vera, Argentine who married a Spanish count. Her sister married a French marquis.



Most of Argentina is a great plain, which stretches flat, grassy, stoneless, thinly settled from the sea back to the mountains on the Chilean border over an area more than one-fourth greater than the U. S. east of the Mississippi. Settlers have had to bring in trees to plant



The owner's house at El Pelado is rarely used. Like most great Argentine landowners, the Countess makes infrequent visits. She spends most of her time in Paris and Biarritz. Owners of *estancias* near Buenos Aires use them for weekend hunting, riding, house parties.

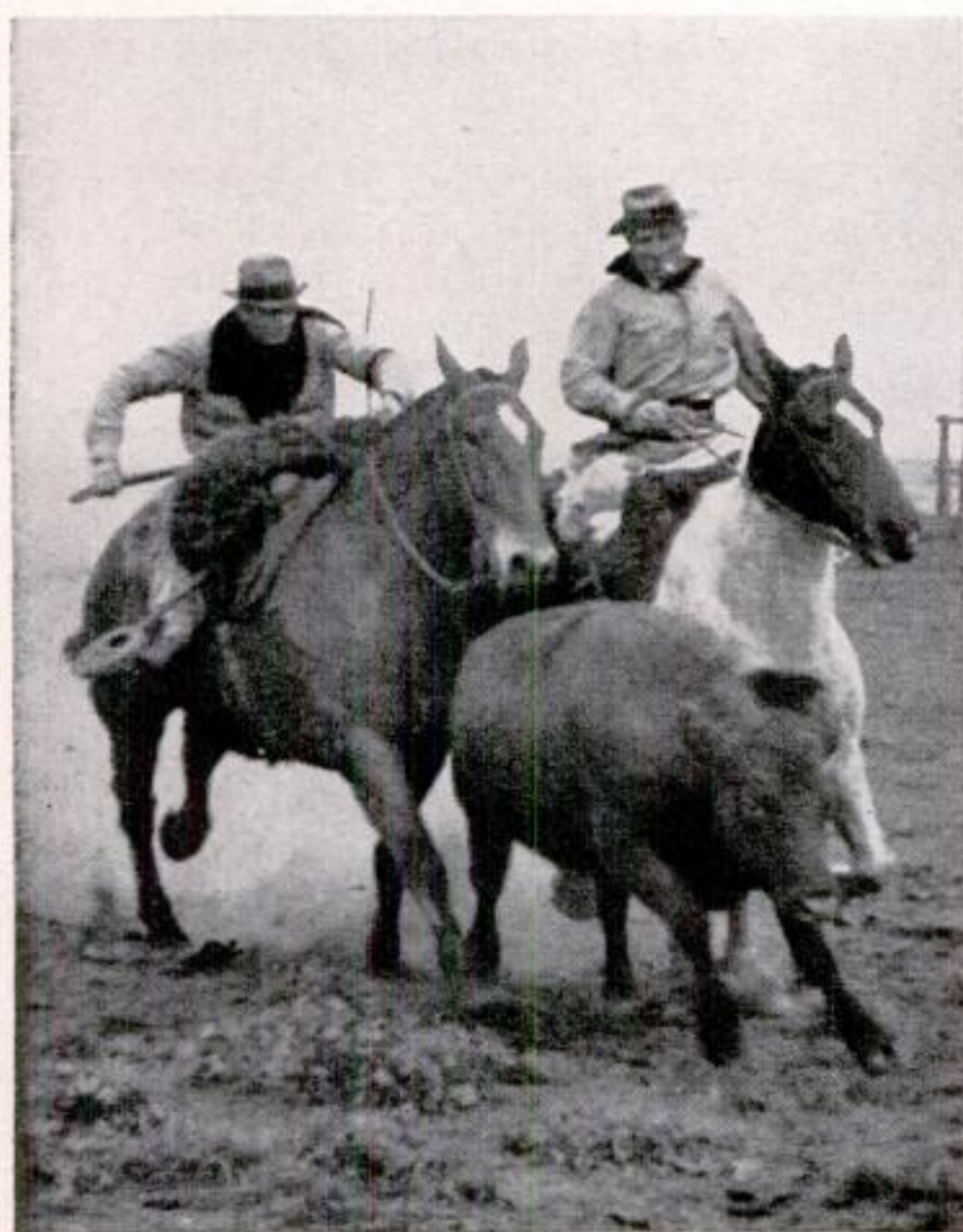


A hunk of beef, roasted outdoors on a wooden skewer as shown on page 61 and eaten with fingers and knife as shown above, is the peon's favorite dish. He washes it down with bitter maté, eats little other food. This oldtime gaucho custom of barbecue is called *asado*.



around their homes. (The name of Countess Cuevas de Vera's *estancia*, "El Pelado," means "treeless.") The average land holding is 1,200 acres—eight times the U. S. average, and 50 Argentine families own more than 75,000 acres apiece. Of El Pelado's 82,000 acres, 30,-

000 are rented out to peasants who raise corn and linseed, 3,500 are used for pig raising, 700 for horses. Most of the rest is fenced off in *potreros* (paddocks) of about 600 acres which hold some 540 cattle each. Some is left in grass, some planted to alfalfa for fattening.



Peones, here shown cutting a young steer out from the herd, are expert riders. Unlike those of U. S. cowboys, their saddles are lined with sheepskin and padded like featherbeds.



The Sunday best of this proud peon named Donato Cabral includes a wide silver belt with the initials "M S.," showing that he got this most prized of peon ornaments secondhand.



Pampered pets of the pampas are the prize bulls, mostly Shorthorns bred from British stock. This all champion of 1939, bred by Bernardo L. Duggan, brought \$11,000 at auction.



THE STATE

**The President of Argentina
is a self-made businessman**

President Roberto M. Ortiz, in white tie & tails with his orchid-wearing wife beside him, is shown here arriving at the opera on Argentina's Independence Day (May 25). Argentina has universal male suffrage, a government and constitution patterned after those of the U. S. Son of a Basque immigrant, able, honest

President Ortiz is a self-made man who earned his reputed \$4,000,000 fortune in corporation law and importing. Chief charge made against him and Argentine democracy is that the political faction which came to power in the 1930 revolution put him in office in the 1937 election by counting out his opponent.



The Roman Catholic Church, whose Santiago Luis, Cardinal Copello is shown here as he arrived at the opening of Argentina's Congress this year, is supported by the State in Argentina but is not a State religion. Full freedom of religion is guaranteed by law, and many Protestant sects exist unharmed. The Ar-

gentines, however, are overwhelmingly Roman Catholic. That makes Cardinal Copello one of South America's two cardinals (other: Brazilian), a potent figure in the nation. But just as Argentine priests are almost never seen at secular gatherings, so the Church itself largely keeps out of politics. Divorce is forbidden.

THE CHURCH

Argentines have a cardinal and full religious freedom

THE AVERAGE MAN TAKES LIFE EASY

South America's first Spanish conquerors cast its society in the feudal two-class mold of great landowners and peasants in which it largely remains to this day. But with the rise of commerce and industry and governmental bureaucracy, new classes have begun to emerge—most notably in Argentina. Francisco Vazquez, shown with his family in the pictures at right, is a typical middleclass Argentine.

In Buenos Aires' mild Mediterranean climate he takes life easy on a small salary, and enjoys it. A government clerk, he goes to work at noon, quits at 6 p.m. For fun he makes small bets at the races, roots for his favorite football (soccer) team, shoots pool with friends, goes to movies and theaters. On paydays he may treat himself to a taxi ride, stopping several and inspecting them carefully until he finds one luxurious enough for his taste. On Sundays he may take his family for a walk in the park.

As in most Latin countries, he has more fun and freedom than his wife. The Argentine "average man" reads his newspapers well enough to know all important foreign leaders by name and reputation. Eloquent patriot and democratic, he admires Roosevelt, dislikes Hoover. His great dream is of getting enough money to go to Paris—which he never does.



FRANCISCO VAZQUEZ, HIS WIFE AND FRANCISCO JR. POSE FOR TINTYPE IN BUENOS AIRES' PALERMO PARK

URBAN MASSES ARE ARDENT DEMOCRATS

Argentina's growing industrialization has also produced that new thing in South American society—an urban proletariat. New unions are keeping pace with new factories, of which 9,000 were built in 1935-37. The chief labor federation, *Confederación General de Trabajo*, now claims 300,000 members. Unlike his brothers on the land, the city worker gets some education, reads the newspapers, demands better things and is beginning to get them. But according to the Government's own figures, the average Argentine workman still earns less than enough to meet his minimum needs of food, rent and clothing—which means that his wife has to work, too.

The Communist Party is outlawed in Argentina. The Socialist Party is active but small—some 60,000 members—and currently torn by factional strife. The Argentine masses are violently anti-fascist and pro-democratic. Unlike the rich, who were solidly pro-Franco, they supported the Republicans in Spain's civil war, raised funds to help them. They are ardent admirers of Franklin Roosevelt. In picture at right on opposite page, beside a sign soliciting funds for Spanish Republican refugees, is another quoting Roosevelt as saying that *The Spanish Earth*, a Republican movie, is one which everybody should see. Argentina's most violent anti-Yankee blasts come from its pipsqueak Nazi and Fascist groups.



SOCIALISTS CARRY ANTI-FASCIST, PRO-DEMOCRATIC BANNERS IN BUENOS AIRES' 1939 MAY DAY PARADE



SENOR VAZQUEZ WEARS HIS PAJAMA TOP WHILE RELAXING AT HOME



SPANISH REPUBLICAN SUPPORTERS QUOTE ROOSEVELT MOVIE BLURB

CONTINUED ON NEXT PAGE

Chart showing how much cooler Prince Albert burned compared to the average of the 30 other of the largest-selling brands recently tested for cooler smoking

AVERAGE MAXIMUM TEMPERATURES OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED

PRINCE ALBERT

I'M GETTING
REAL SMOKING COMFORT
AT LAST—
COOLER, Milder SMOKES,
YET
RICHER-TASTING!

In Recent Laboratory "Smoking Bowl" Tests,
Prince Albert Burned

86 DEGREES
COOLER

than the average of the 30 other
of the largest-selling brands
tested — coolest of all!

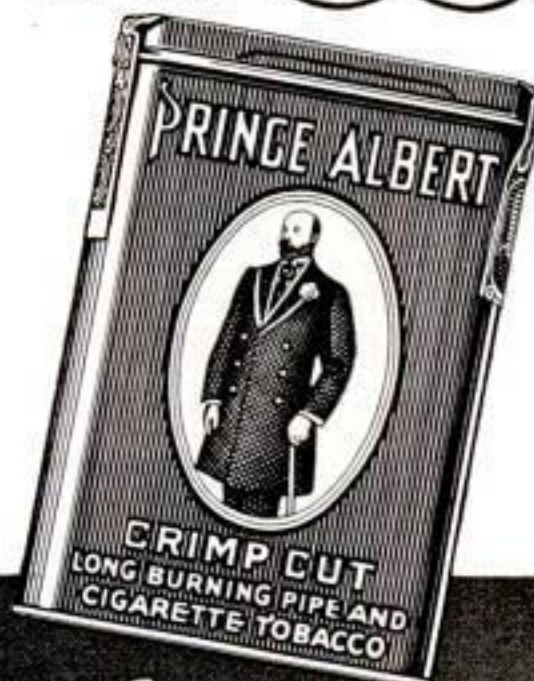
OL' JUDGE
ROBBINS SAYS:

SCIENTISTS at a nationally known independent laboratory tested to find the COOLEST-SMOKING TOBACCO, and the results are no surprise to millions of smokers. Automatic smoking and heat-registering machines found that Prince Albert smokes coolest — as above. Say good-bye to parching, "bitey" smokes. P.A.'s cooler, milder smoking lets rich, full body come through EXTRA EASY ON THE TONGUE. Prince Albert's choice, "no-bite" tobacco is "crimp cut." Try P.A.! ("Makin's" fans, that's a "pointer" to you too!)

50 pipefuls of fragrant tobacco in every handy tin of Prince Albert



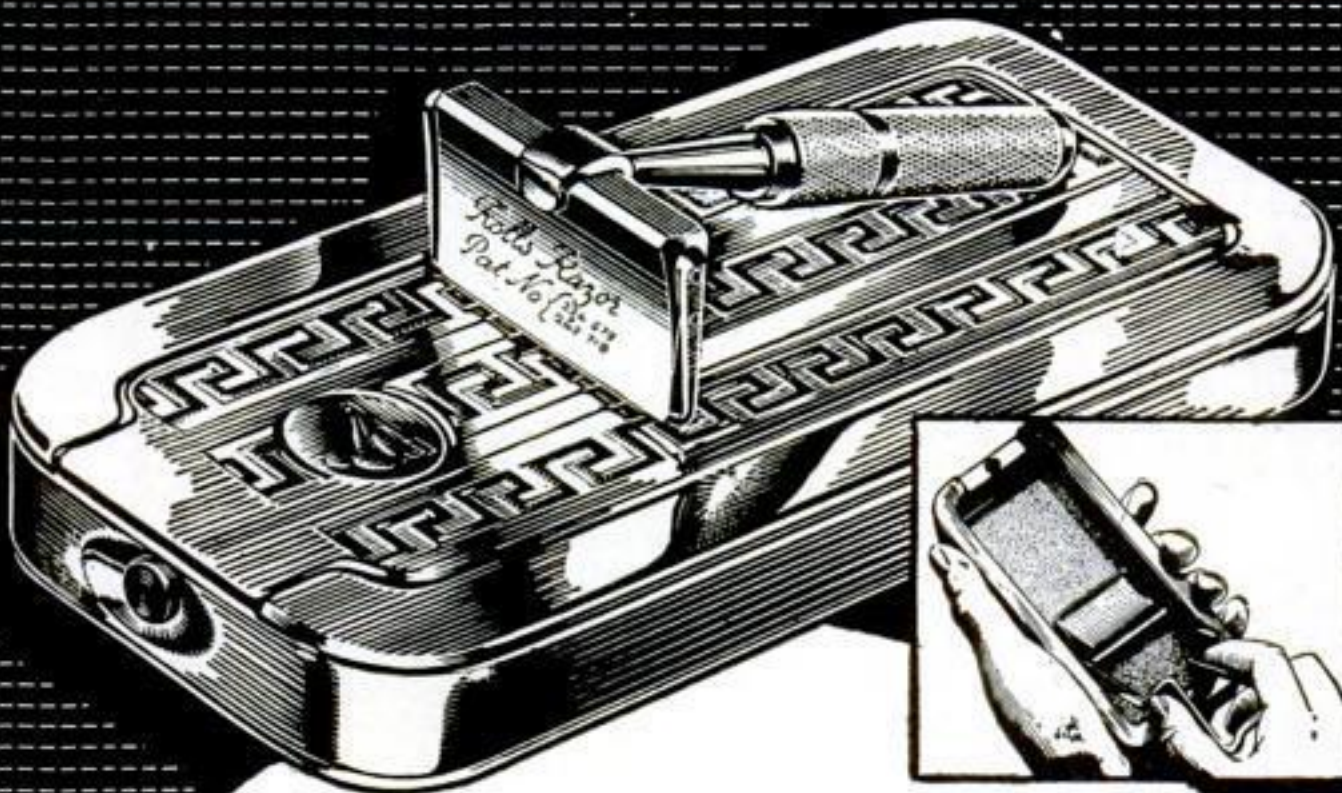
LET
COOL-
SMOKING
P.A. PUT
NEW JOY
IN **YOUR**
PIPE!



Copyright, 1939, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Prince Albert

THE NATIONAL
JOY SMOKE



Tough beard problem solved

writes M. K. of Ft. Harrison, Ind.

"I HAVE what is undoubtedly one of the toughest beards known and having to shave every day the wear and tear on blades before purchasing my Rolls Razor was terrific, not to mention the rough treatment my face received. I shall be ever grateful to the manufacturers for making a hard task easy." Thus writes M. K.

Tough beards and tender skins learn what shaving comfort is when they meet Rolls Razor, the British-made, one-blade safety razor. The blade is of hand-forged Sheffield steel, hollow-ground to a keen edge that glides through the toughest whiskers. Stropped or honed in the metal case, the one-blade lasts for years. It's the ideal gift! \$10

Ask your dealer for a demonstration or write for descriptive folder L1113

ROLLS RAZOR

ROLLS RAZOR, Inc.—Sales & Service—305 E. 45 St., N. Y. C.

"Prithee, close
yon' casement—or else
hasten me a brew of
hot BOVRIL."



BEFORE you have to raise your handkerchief to check winter's first sneeze—rush round to your nearest drug store and order a cup of steaming-hot BOVRIL—Britain's famous "pick-me-up." As its honest-to-goodness nourishment courses through your veins a new sense of well-being is yours—and your resistance to winter's ills is reinforced. Make a point of having a nourishing cupful of BOVRIL, fitness without fatness, at least once a day.

AT FOUNTAINS—10c A CUP—HOT

At food and drug stores in jars and cubes for home use. Adds an extra toothsome-ness to gravies, soups, sauces and stews.

BOVRIL OF AMERICA, Inc., Camden, N. J.

BOVRIL

FAMOUS FOR ITS BEEFY FLAVOR



"For the
OUTDOOR
MAN
LEATHER JACKETS



The sportsman who appreciates *freedom-in-action* will like the extreme comfort of leather jackets styled by Knopf. Designed for active wear, their superb tailoring makes them both smart and practical. All jackets styled by Knopf are guaranteed. In suede, capeskin, horsehide and the light but sturdy pony. At good retail stores everywhere. Send for descriptive folder.

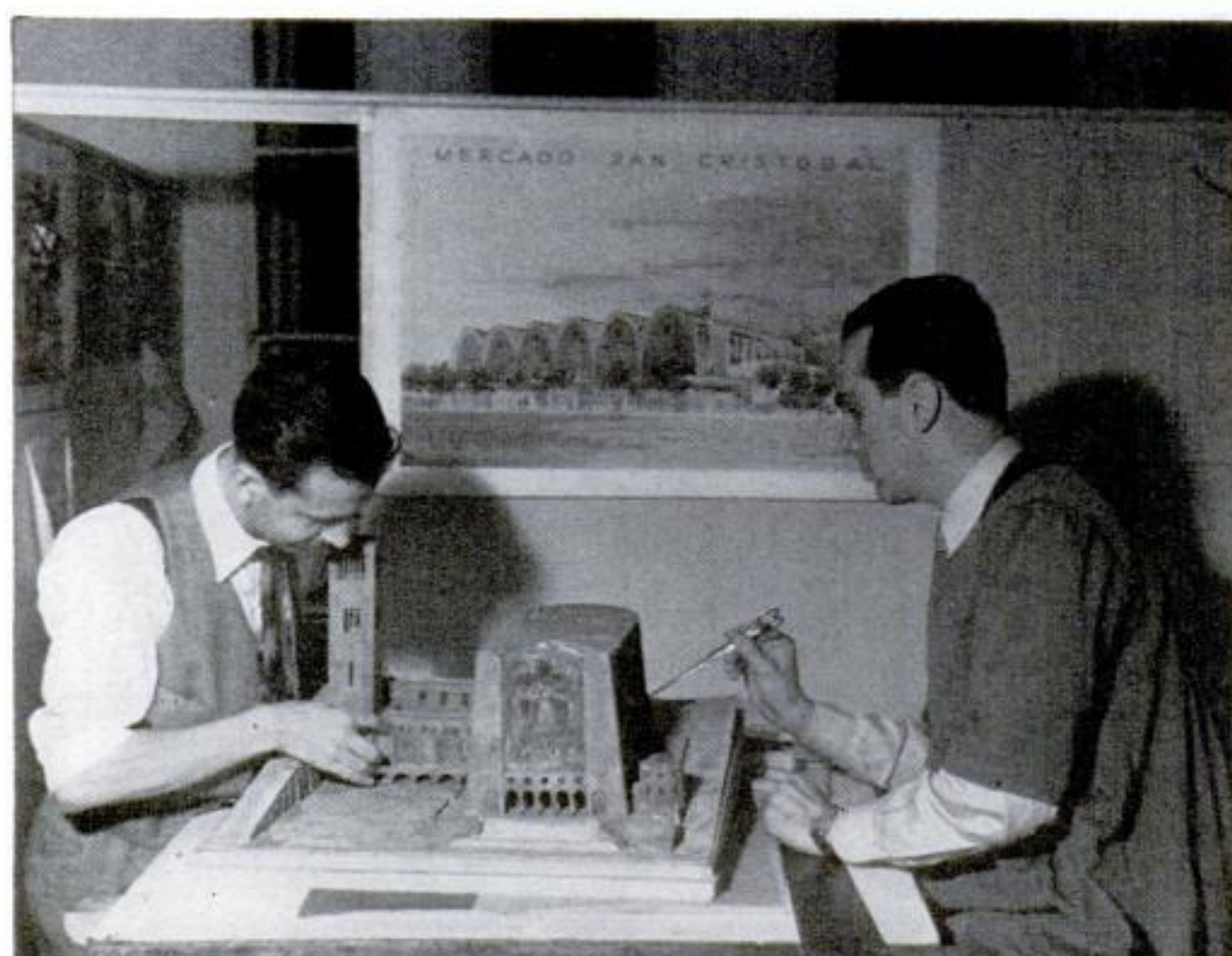
S. H. KNOFF MFG. CO.
470 ATLANTIC AVE., BOSTON, MASS.

THE ARGENTINES (continued) THEY STILL LOVE PARIS BUT ARE TURNING HOME

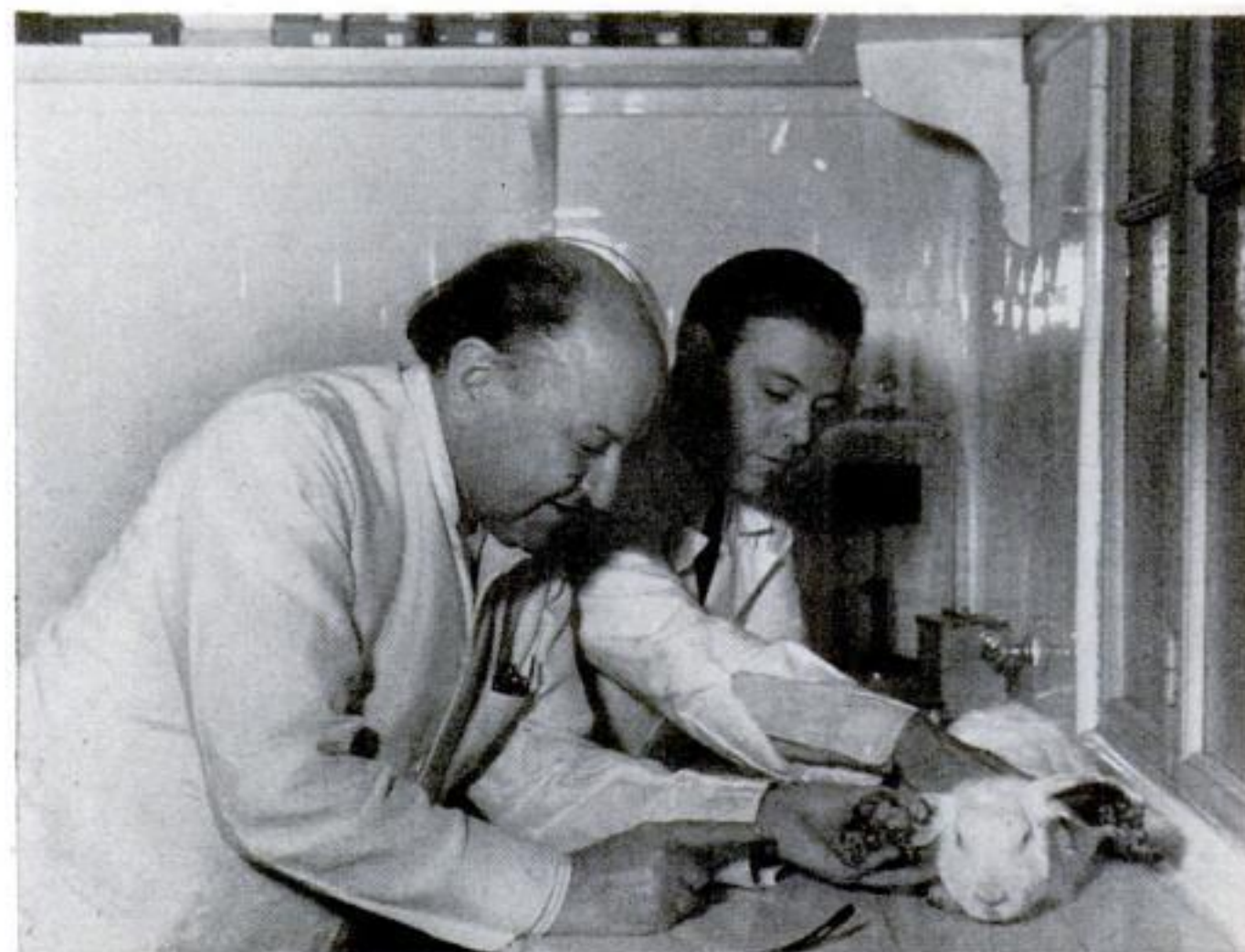
"What a poor past we have had!" exclaimed an Argentine friend as he showed LIFE's photographer through a Buenos Aires museum.

U. S. Americans, whose forefathers suffered the same pangs over their young nation's slowness to make a great splash in the world and develop a native culture of its own, can sympathize with the Argentines' misgivings. The people of Buenos Aires have traditionally looked outward toward Europe instead of inward toward Argentina, regarded Europe and especially Paris as their spiritual and cultural homeland. But though no Argentine has yet made a world name in creative art, the poems of Echeverría, Hernández and Andrade, the novels of Marmol and Ocantos, the paintings of Carcova, Bermúdez, Petorutti and Molina Campos have laid the foundation of a native Argentine culture.

The University of Buenos Aires, with 11,000 students, is one of Latin-America's best, and well-to-do Argentines are coming more & more to send their sons there for professional training, instead of to Europe. Schooling in Argentina is free, secular and compulsory from 6 to 14. While the illiteracy rate is 22% in the nation, it is only 2.6% (same as Pittsburgh's) in Buenos Aires. The newspapers which Argentines read are among the world's best, Buenos Aires' famous *La Prensa* and *La Nación* topping even the *New York Times* in quantity of foreign-news coverage.



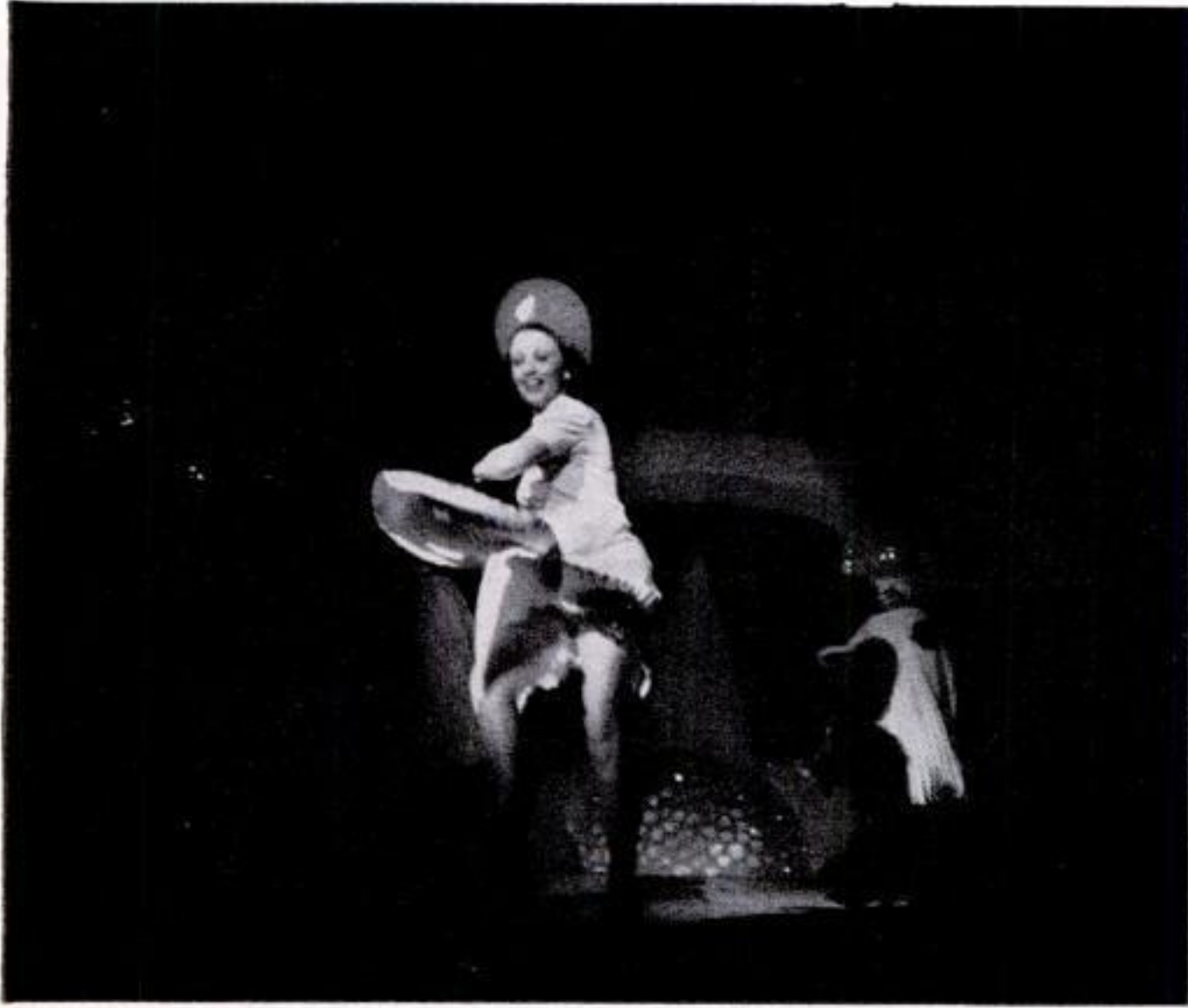
Architecture is one of the professions most favored by rich young Argentines, who still shrink from "trade." Others are medicine, law, *estancia* management. Above are two socialite architects: Santiago Sanchez Elia (right) and Alfredo Agostini.



Surgery and cancer research are Argentine medical specialties. Above: Dr. Angelo H. Roffo and son experiment with cancerous rabbit. Argentina has two good medical schools, in Buenos Aires and in its second largest city, Rosario (pop. 500,000).



Argentines love movies and are beginning to produce their own (above). They made 50 last year, nearly all very sad, very romantic and filled with tango music. But Argentina still takes more movies from the U.S. than any other foreign country.



Leg shows and pretty girls delight Argentine men just as much as they do U. S. Americans or anybody else. American swing is beginning to rival the tango in shows and night clubs. Buenos Aires has 37 legitimate theaters, as well as 178 movie houses.



Variety shows include many topical skits. This one, produced during a Nazi spy scare last spring, satirized the Germans who are widely unpopular in Argentina, and brought an indignant protest from Buenos Aires' *Deutsche La Plata Zeitung*.

CONTINUED ON NEXT PAGE



More and more people are finding how important it is to say, "Use Fleischmann's please," when they order a Martini. Every drop is distilled by America's oldest gin distiller. And because it is Extra Dry it blends perfectly with vermouth.

FLEISCHMANN'S
America's first gin is
EXTRA DRY

Distilled from American Grain. 90 Proof.
Try Fleischmann's Sloe Gin for your Sloe Gin Drinks. 65 Proof.
Copyright 1939, The Fleischmann Distilling Corporation, Peekskill, N. Y.



Is YOUR boy or girl worried and unhappy because of ADOLESCENT PIMPLES?

IF your boy or girl suffers from humiliating pimples—read 2 reasons why the skin often “breaks out” between the ages of 13 and 25.

FIRST—At this time, the skin is oversensitive. Then sluggish intestines may cause ugly pimples to break out.

SECOND—Your boy or girl may not get sufficient Vitamin A. This vitamin is important in helping to keep the skin healthy looking and smooth.

These conditions are often helped by eating the new Fleischmann's HIGH-VITAMIN Yeast, many young people find. This fresh yeast helps quicken slow intestinal action. And 2 cakes a day now furnish more than 6000 units of the important Vitamin A.

Give your boy or girl with poor skin two cakes of Fleischmann's High-Vitamin Yeast every day—one ½ hour before breakfast or lunch, one ½ hour before supper. Excellent results often reported in 30 days or less!



Copyright, 1939, Standard Brands Incorporated

New HIGH-VITAMIN YEAST

helps this skin trouble even more!



READ HOW THIS* BOY GOT HELP

He says: “Pimples can make a fellow feel good and blue. Big ones kept coming out on my forehead and chin. So I started eating Fleischmann's High-Vitamin Yeast. In a couple of weeks my face started to clear up fine.”

*name on request



There are 77,000 Britons in Argentina, only 3,000 U. S. Americans. The British play golf, cricket, tennis, polo at their swank Hurlingham Club outside Buenos Aires.

BRITISH ARE TOPS AMONG

The British got the jump on other foreigners seeking Argentine trade and investment, and have held first place ever since. They moved in as soon as Argentina had won her independence from Spain, helped clinch that freedom. They have invested more in Argentina than in any other foreign country: a total of \$3,000,000,000, more than three times the U. S. investment there. Theirs is far & away the biggest share of the 45% of Argentine industry which foreigners own. So potent is their influence that Argentina has been called Britain's “Other Dominion.” U. S. Americans with their eyes on Europe tend to forget that, in Argentina at least, the British, not the Germans, are their chief rivals. And that, as good businessmen, the British quietly encourage the Argentines' anti-Yankee sentiments.

British businessmen are sure and tactful, never bellyache publicly like U. S. Americans when they get rough treatment from a

The last surviving founder of the Hurlingham Club in 1888, a pioneer rancher named Harold Miles, still faithfully reads the London Times after 50 years in Argentina.



FORTUNE writes of Business as no other magazine can—in the lively realities of plans, policies, problems and people.

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English ivy covers the walls of the Hurlingham Club where an oldtime member sits in the sun nostalgically reading the *Illustrated London News* 7,000 miles from home.

ARGENTINA'S FOREIGNERS

fiercely nationalistic government anxious to ease foreigners' industrial hold on the country. But there is more than American tactlessness, or resentment of "dollar diplomacy," or envy and fear of the "Colossus of the North" at the bottom of the Argentines' preference for British over U.S. Americans. There is the hard fact that Britain, needing Argentine agricultural exports as the agricultural U.S. does not, is Argentina's best customer, with the U.S. a poor second.

Much can be done to ease the artificial barriers which Argentina and the U.S. have set up against trade with each other. Negotiations for an Argentine-U.S. trade treaty began in Washington in August, and war in Europe should give them a great boost. Meantime the American people can go far to help Good Neighbors Roosevelt and Hull cement Pan American friendship by taking an understanding and appreciative interest in the proud Argentines.

The British have invested some \$1,400,000,000 in Argentina's railways alone. This is Constitución station in Buenos Aires on the British-owned *Ferrocarril del Sud*.



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For The Bracer is a Bauer & Black supporter belt that gives you healthful, comfortable support. And these 4 important features. No Rip—seams cannot pull out. No Roll—four removable ribs at top. No Bulge—knit from two-way stretch "Lastex" yarn. No Bother—fly-front for convenient all-day wear.

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Contributions Editor **LIFE** Rockefeller Center, New York City



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is known...*

—by his attention to the
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RUFFLED CUFFS . . . silken breeches . . . the exaggerated manners of the Pump Room—such gentlemanly attributes have passed with the years. Yet, your true gentleman is still fastidious about the details of dress and personal grooming.

Especially important to the well-groomed man is his after-shaving lotion. A cool, stimulating dash of Aqua Velva after shaving conserves the natural oils of your skin—leaves your face a-tingle.

Join the discriminating men everywhere who know the luxurious pleasure of cool, refreshing Aqua Velva.

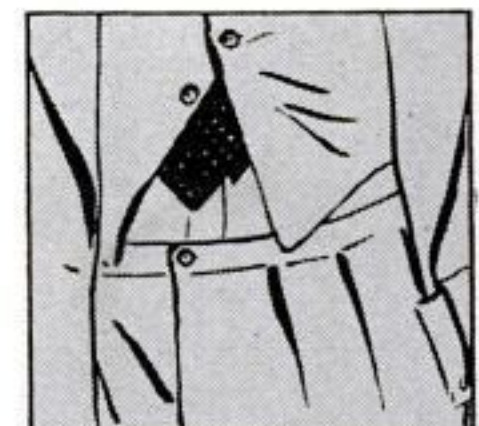
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O.K. for collegians, but
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should be conservative
and firmly supported.

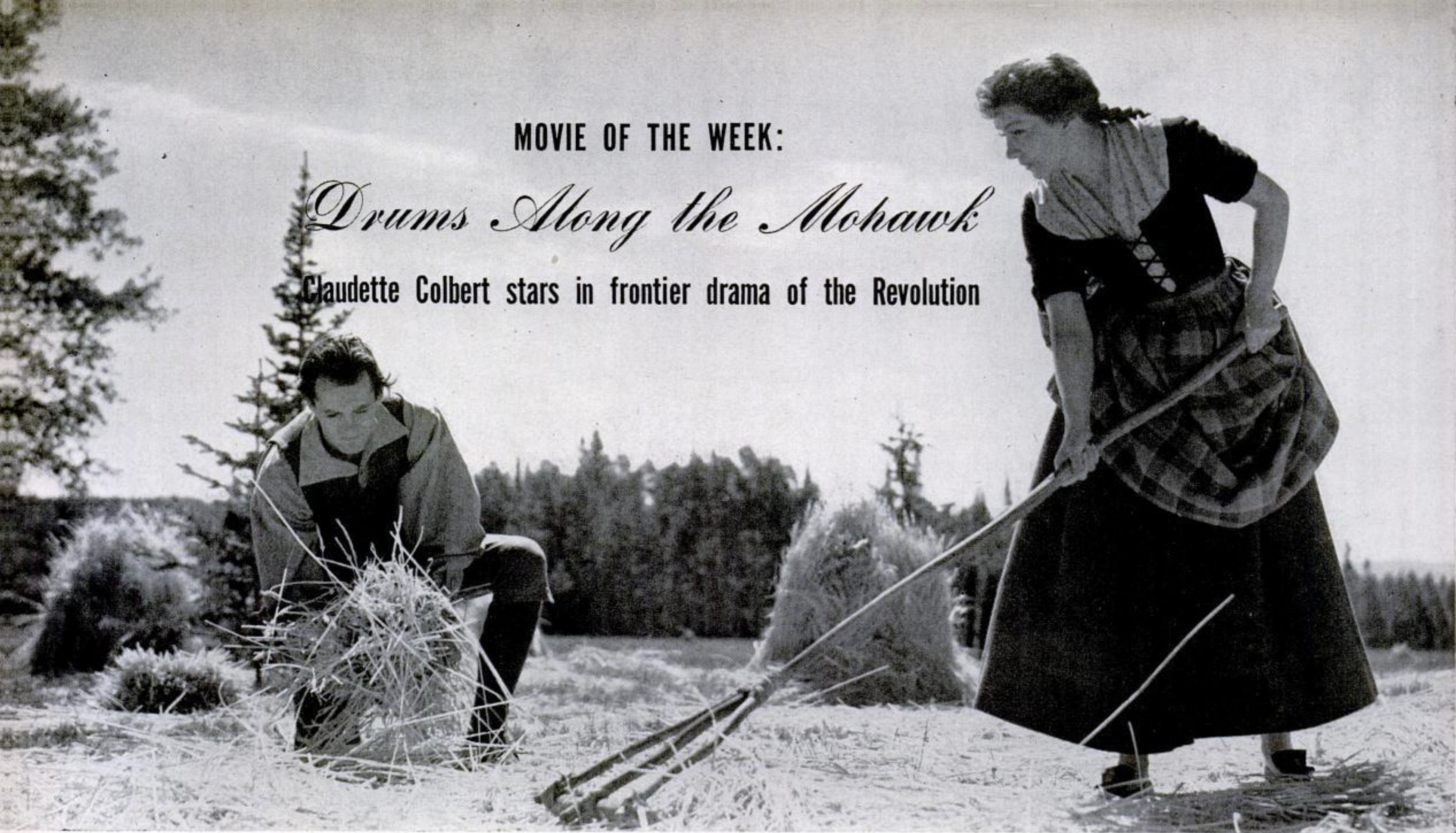


Vests should be buttoned
to the bottom, and pants
so secured that no sloppy,
disheveled gaps result.

MOVIE OF THE WEEK:

Drums Along the Mohawk

Claudette Colbert stars in frontier drama of the Revolution



AS PIONEER SETTLERS OF WESTERN NEW YORK, HENRY FONDA AND CLAUDETTE COLBERT TEND THEIR FRONTIER FARM UNDER THE IMPENDING MENACE OF HOSTILE INDIANS

The popularity of Claudette Colbert since 1934 has rested largely on her charm and aptitude for deft, bubbling comedy roles. To an interviewer she once remarked that out of every six pictures she would like to play four comedies, one drama, one spectacle. In *Drums Along the Mohawk*, 20th Century-Fox version of Walter D. Edmonds' best seller of 1936, Miss Colbert has her chance at drama with spectacular overtones. As Lana Martin, city-bred wife of a New York frontiersman, she enacts a difficult emotional part with extraordinary sensitivity and skill.

The history of coastwise Yankees in the American Revolution has been reworked in many a novel and film. Less familiar are the exploits of inlanders, the

Dutch, Irish and Scots who had penetrated the deep forests of western New York, Pennsylvania and the Carolinas. They felt no particular hostility to the British because trade taxes scarcely touched them. They had no particular enthusiasm for the war as they had little or no representation in the Continental Congress. But they were fiercely jealous of their log cabins and cleared acres.

Drums Along the Mohawk shows how the depredations of Indian warriors, guided by British tacticians, tempered ragged backwoods militia into a tough able army, united behind Washington and the new American flag. To find suitable Mohawk Valley scenery, Director John Ford took his company to a tim-

bered Utah plateau. There Mormon farmers were recruited as extras and mild Navaho and Piute Indians were transmuted into fierce Iroquois tribesmen.

To heighten the drama, historical sidelights are deleted from Mr. Edmonds' story and Miss Colbert is given more sophistication than his original Lana possessed. Director Ford, able purveyor of raw melodrama, dwells lovingly over a childbirth, a miscarriage, an amputation and uncounted agonies of war. But away from beds of pain the action moves swiftly. Fine battle scenes, handsome Technicolor and superior performances by Miss Colbert, Henry Fonda and Edna May Oliver place *Drums Along the Mohawk* at the top of the cycle of U. S. historical films.

WILD WHOOPING INDIAN RAIDERS, SUBSIDIZED BY BRITISH AGENTS, DEVASTATE THE FIELDS AND FARMS OF THE UNPROTECTED MOHAWK VALLEY FRONTIER DWELLERS





Liveliest sequence is that in which the crusty Widow McKlennar (Edna May Oliver) bravely defends her home and bed against a pair of incendiary-minded Senecas.



Struggling in vain, the widow woefully watches the tribesmen fire her house. She is rescued forcibly from her bed, in which she seeks to die, by Fonda and Colbert.



CONTINUED ON NEXT PAGE



IRON: Relative available amounts in—
SPINACH —
RAISINS —
BOSCO —

Easy to mix. Just stir one teaspoonful of Bosco into a cup of whole milk (hot or cold) and it's ready.



If your grocer or milkman does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Ave., N. Y. C.





BILLY PICKED UP THREE YARDS! And three minor cuts. But after proper treatment of the hurts, Band-Aids will help protect them . . . help keep out dirt. For Band-Aid is a neat, ready-made adhesive band-

age. Just stick it on! And it *stays* on—even on hard-to-bandage surfaces. Be sure you get the *genuine Band-Aid*. It's made *only* by Johnson & Johnson. Look for the red cross on the package.



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FROM THE FAMOUS WINES OF

★ **GARRETT** ★

FINEST AMERICAN WINES SINCE 1835

Drums Along the Mohawk (continued)



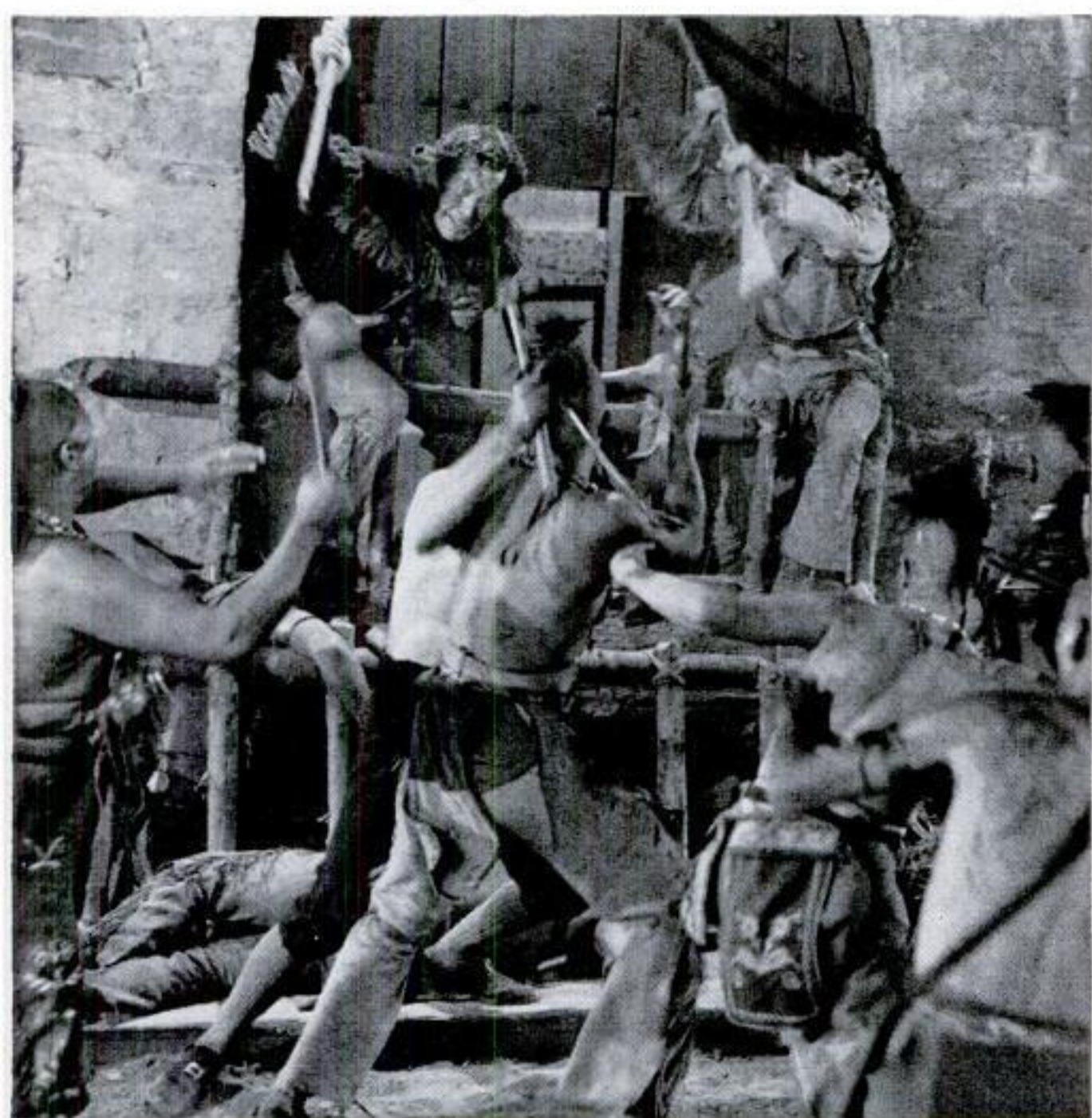
Climax of the film is the defense of the local fort against hostile Indians and British. When the ammunition runs low, Gil Martin (Henry Fonda) volunteers to penetrate the besieging forces for aid. He is lowered to the ground in the gray of the dawn.



PRIZE PICTURES



A flaming arrow lodges in the breast of defending Militiaman Adam Helmer (Ward Bond). With ladders and firebrands, the Indians storm the walls, finally force an entrance. The defenders take refuge within the stone church inside the stockade.



A last stand is made by militia at the church door. Attackers have just gained admittance when troops of the regular army dash up to the rescue. Soon afterward, Cornwallis' surrender is announced and Gil and Lana Martin return to the soil.



Wins \$500, competing against 36,532 entries in the mammoth international photo contest sponsored by *Popular Photography*. To announce the contest winners, *Popular Photography* released this week their giant 212-page Annual Salon Issue, the biggest in photographic history.

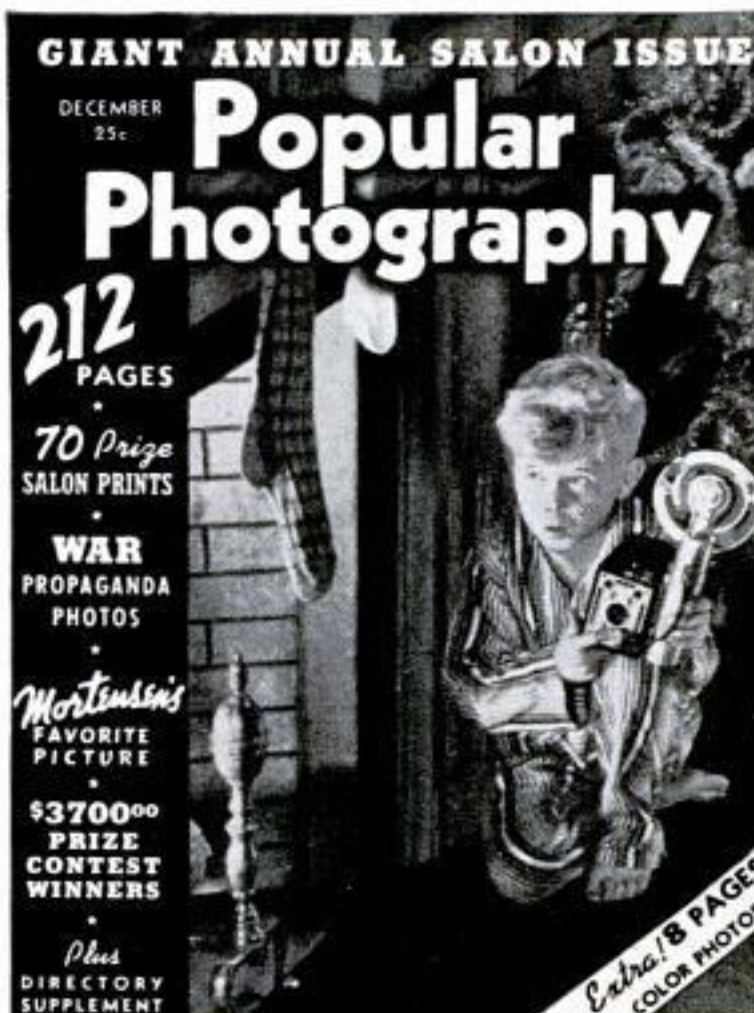


Humorous pictures are rare. *Popular Photography* uncovered some of the most unusual, features the best in a 50-page section of the December issue.



As does *LIFE*, *Popular Photography* lets amateurs and professionals compete equally. Many a snapshot fared better than famed photographers.

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GIRLS' FOOTBALL: These husky Californians

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Around end goes Shirley Payne, halfback. Last year, in a game against Mickey Rooney's team, Shirley outran Mickey length

of the field. The girls played 12-min. quarters, wore regulation uniforms (except for tennis shoes), used an undersized football.



The Amazons go over for the score that wins the game. Under the hot California sun, the Amazons, although outweighed 17 lb.

to a girl, were still playing hard in the fourth period, while the Stars, with only three substitutes, had almost collapsed.

play a rough, tough regulation game

"Sugar and spice, and all things nice; that's what little girls are made of." So runs the old nursery rhyme. Fortnight ago in Los Angeles, those romantics who still believe in nursery rhymes and in the dignity of womanhood got a rude shock. In Gilmore Stadium, before a big crowd of some 3,000 philogynous spectators, there was played a regular tackle football game, and the players were all women.

It was no powder-puff battle. The girls were rough and tough. They kicked each other in the stomach, dirtied each other's faces, tackled and blocked savagely, knocked four girls unconscious. And, strangely enough, they played good football, seldom fumbling or running away from their interference. Winning team was the Marshall Clampett Amazons, who scored on an intercepted pass in the second period and on a line plunge in the fourth, beating the Chet Relph Hollywood Stars, 12-6. Star of the Amazons was Lois Roberts, who played in her bare feet.

When doctors heard about the game, most of them were horrified. Football, they said, is a dangerous sport for girls. A woman's body is not heavily muscled, cannot withstand knocks. A blow, either on the breasts or in the abdominal region, may result in cancer or internal injury. A woman's nervous system is also too delicate for such rough play. It would be better, they thought, for the girls to stick to swimming, tennis and softball.

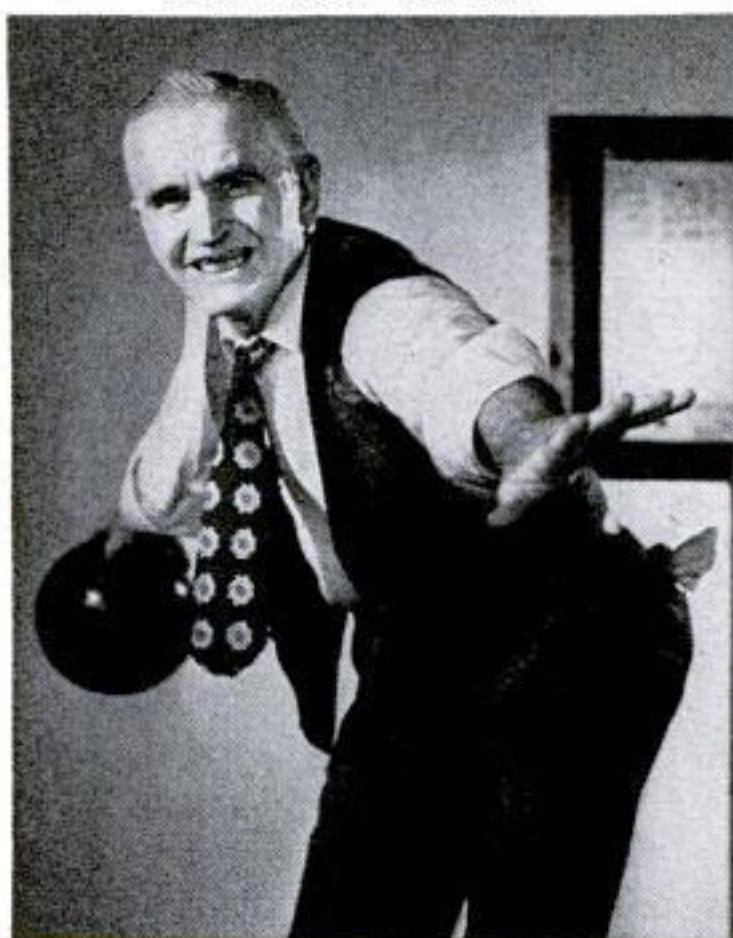


Jan ("Buster") Wood weighs 180 lb., played both guard and fullback for the Hollywood Stars. She can kick the ball at least 50 yd. and runs like Bronko Nagurski.

CONTINUED ON NEXT PAGE

MORE ENDURANCE FOR THOUSANDS. Overwhelming evidence that Knox Gelatine does promote endurance—*combat fatigue.*

FILE PROOF NO. 281



MORE FUN — HIGHER SCORES

Utilities executive. Was "so tired something had to be done about it." Now says "more rested—ready to get up and go in the morning." Reports bowling, squash, other exercise definitely more pleasure—"bowling score improved." Business men tested in same group all report "feel more full of life, have much more zip"—due to regular Knox Gelatine feedings.

FILE PROOF NO. 196

BEAUTICIAN SAYS: "MORE ALIVE."

On feet all day. Formerly so nervously exhausted she slept restlessly—woke frequently. Was so tired by mid-afternoon wanted to "curl up on the floor and go to sleep." Now enjoys sound sleep. Handles more customers than before. Does work easily. "Alive" in the morning—able to make social engagements after work. Other beauticians in group tested unanimous in praise of Knox Gelatine for more endurance.



NO MORE "STAY-HOME-ITIS!"

Is exhaustion robbing you of good times? Thousands have gained new vigor and endurance—the easy, effective Knox Gelatine way. Scientific tests *prove* that Knox Gelatine contains certain properties which aid in combating fatigue. Many have increased their vitality 100% by regular Knox Gelatine feedings. Verified reports give indisputable proof that these feedings are effective!

Fight Fatigue With KNOX GELATINE



THIS WAY: Empty 1 envelope of Knox Gelatine in a glass $\frac{3}{4}$ filled with cold water or fruit juice, or $\frac{1}{2}$ water and $\frac{1}{2}$ fruit juice. Let the liquid absorb the gelatine. Then stir briskly and drink rapidly or it will thicken. Take 4 envelopes a day for 2 weeks, then continue with 2 a day. Take faithfully for 1 month.

Then if you wish, discontinue, and resume when you feel the need.

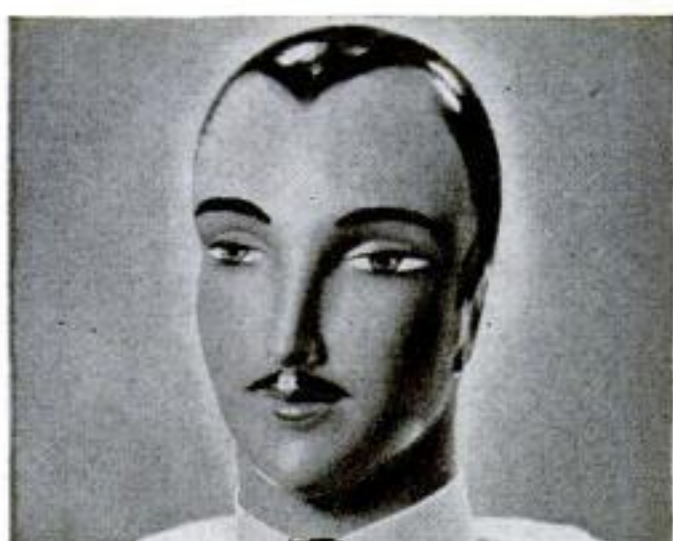
CAUTION: Be sure to use Knox. Only Knox was used in the scientific experiments. Only Knox is proved to have the necessary elements. Write for Bulletin E, Knox Gelatine Company, Johnstown, New York, Dept. 71.

LOOK AT ALL THREE

You'll decide on KREML



WATER makes the grass grow green but it's bad for hair. Washes away natural oils. Dries out hair. Makes it brittle, wild, rebellious to the comb. Don't be a "Water Soak." Use Kreml for a dressing.



GREASE is good for shining patent leather, and plastering down hair, if you prefer the gigolo type. If not, use Kreml. Not sticky or greasy, yet Kreml makes the hair behave, keeps it neatly combed all day.



NEGLECT may often lead to baldness. Never neglect the hair you have. For hair once gone is gone forever. Use Kreml, the famous tonic for removing dandruff scales and checking excessive loss of hair.

OVER 50,000 PEOPLE have written letters of praise for the wonderful way Kreml dresses the hair without a trace of greasiness and at the same time removes dandruff scales, checks excessive falling hair and relieves itching scalp. Decide now to try Kreml. We believe you, too, will cheer for it. WOMEN TELL US that Kreml puts the hair in splendid condition for a permanent—makes permanents look lovelier and last longer. Ask for Kreml at your drug store or barber shop.

KREML
REMOVES DANDRUFF SCALES—
CHECKS EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE

Girls' football (continued)



Mary Zivalic likes to play center because it is good exercise, helps keep her thin. The average player's weight is 135 but "Andy" Faye, a star center, weighs 205 lb.



Sponge-rubber pads are placed over the breasts for protection against hard blows.



Between halves, Amazon tackle, "Babe" Culler, gets a plaster on bleeding face.



During a time out, girls take turns pouring water over each other's heads. They have now formed a girls' football league, intend to play regular games once a week.

A pick-up
that never
lets you
down



Horlick's

IF you've lost your pep, feel logy and only half alive—try Horlick's Malted Milk. You'll find it an unfailing source of food energy—a delightful pick-up. By drinking it regularly at meals, between meals and at bedtime, you re-fuel your body with a well balanced, protective food.

The All-American Build-Up Drink



Delicious Horlick's is a good source of vitamins A, B and C. It has calcium and phosphorus for building teeth and bones—also proteins and carbohydrates,

partially pre-digested by malt enzymes. Physicians recommend it. It's grand for children—and they love its utterly delicious taste. Ask for Horlick's at the fountain also.

For a sample of the delicious, candy-like Horlick's Malted Milk Tablets, send a 3-cent stamp to Horlick's, Dept. L-11, Racine, Wis., or Montreal, Can.

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Now at new low prices

"DARLING!"

HE CRIED, "WILL YOU BE MINE?"
-AND SHE FELL FOR HIS
BRIGHT SHINOLA SHINE!



● Your family needs the Shinola Home Shine Kit, containing a tin of Shinola Paste Polish, a bristle dauber and lamb's wool polisher. At your dealer's... or send 25c with name and address to SHINOLA, Dept. F-1113, 88 Lexington Ave., New York.

There's a Shinola polish, dye and cleaner for every shoe... smooth leather, suede, gabardine.

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FREE Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.



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LIFE

CHICAGO, ILLINOIS

Your own LIFE subscription may also be entered at this same Special pre-Christmas rate.



Mary MacArthur, Helen Hayes's 9-year-old daughter, does a portrait of her mother who sits on Mary's little four-poster bed. Mary paints many pictures of her mother, who always puts on her prettiest dresses to honor the event. Mary's

method of drawing is unique. She first sketches in her subject's stomach, then works out in all directions and never looks at her model. Her father hangs her newest paintings above his bedroom bureau, buys her best works for 50¢ and

75¢. Recently he took her to *Hellzapoppin*, which Mary heartily enjoyed. Afterwards she painted from memory the more explosive scenes. Mary goes to school in nearby Englewood, is as enthusiastic a bicycle-rider as she is a painter.

Life goes calling on Helen Hayes

America's No. 1 actress lives on Nyack's Broadway

This fall Helen Hayes returned to Broadway in a play written partly by her husband, Charles MacArthur. Called *Ladies and Gentlemen* (LIFE, Aug. 21), it was adapted by MacArthur and Ben Hecht from a Hungarian work. "Trashy," "cheesy" was the critics' verdict on the play, but for Miss Hayes they cheered. Holding her own as "greatest living actress" (LIFE, Vol. 1, No. 1), she is making her husband's show a sell-out.

On a tree-lined street in Nyack, N. Y., the MacArthurs live in a big white house named, in memory of expensive alterations, "Pretty Penny." Downstairs are four parlors full of crystal chandeliers, flowers under glass domes, Victorian gineracks which the MacArthurs do not take seriously, and fine pictures by Renoir and Degas which they do. In the cellar is a bar decorated in jaunty Edwardian style, which Mr. MacArthur, who is a top writer for Hollywood, says is more in keeping with his personality. In a cellar storeroom are two baby carriages and a row of blue ribbons won by Miss Hayes at local flower shows for her prize roses.

Despite romantic reports, the Hayes household is not typical of a small town. It is honestly theatrical. Rooms are full of gifts from such friends as Beatrice Lillie, Gilbert Miller, Norma Shearer. A brick wall keeps people on street from gaping in. Name of the street is Broadway.



Helen, Mary and Charles MacArthur in their backyard obligingly pose for LIFE's camera with eyes closed to create a proper effect of bucolic lassitude. Their two dogs wonder why the family has suddenly gone to sleep. Behind is swimming pool and a view of the Hudson River.



Luncheon in the MacArthurs' dining room is usually a family function. Miss Hayes (*left*) sleeps until almost noon, greets Mary when she comes home from school. Mary sits at her father's right. Serving her is Herman, one of six servants,

who also acts as bartender, chauffeur and valet. Miss Hayes says she has no servant problem because she never goes near the kitchen. At the right is Miss Astrid Johanneson, governess for the baby, Jamie, who has his own eating schedule.

Pictures of fruit are British travel posters collected by Mr. MacArthur and pasted on the wall, which has been painted to look like marble. Extra place at the table with glass of tomato juice is laid for LIFE's Cameraman Herbert Gehr.



James Gordon MacArthur with his new mother gathers apples from the backyard orchard. "Jamie" was adopted by Miss Hayes last year (LIFE, May 15), and is now 20 months old. He is of Scottish ancestry, a fact vividly confirmed by his yellow hair, blue eyes, ruddy cheeks.



Charles MacArthur in his bar plays chess with Philip Merivale (*right*), who stars with Miss Hayes in *Ladies and Gentlemen*. On wall is a picture called *Odalisque* which Miss Hayes gave her husband for Christmas. Red-velvet curtains hide *Odalisque* from supersensitive visitors.

NEW-TYPE ELECTRIC RAZOR USES FOUR SELF-SHARPENING BLADES



ROTO-SHAVER HEAD

Showing 4 razor-sharp blades which revolve at tremendous speed against thin steel guard. 800 holes in guard (only .003" thick) allow blades to shave (not clip) off whiskers closely and cleanly. Here's one razor that positively cannot cut or pinch the skin.

Radically new in principle—Roto-Shaver SHAVES off whiskers closer—doesn't "clip"

PERHAPS you have tried or even owned an electric razor. Perhaps you found it impossible to get a close enough or quick enough shave. Then, here is the electric razor you've been waiting for.



Most ordinary electric shavers still operate on this hair-clipper principle without blades.

Where most electric shavers cut with a shearing action, Roto-Shaver's self-sharpening blades really shave. Its rotating mechanism is direct coupled for full power . . . no clatter or vibration.

Compare Roto-Shaver with any electric shaver. Test it on your face. See how it shaves smoothly, cleanly—doesn't clip. No wonder The J. B. Williams Co. is staking its reputation on the new Roto-Shaver. Why not go to your local dealer and examine this splendid instrument today?

\$13.75
in U. S. A.

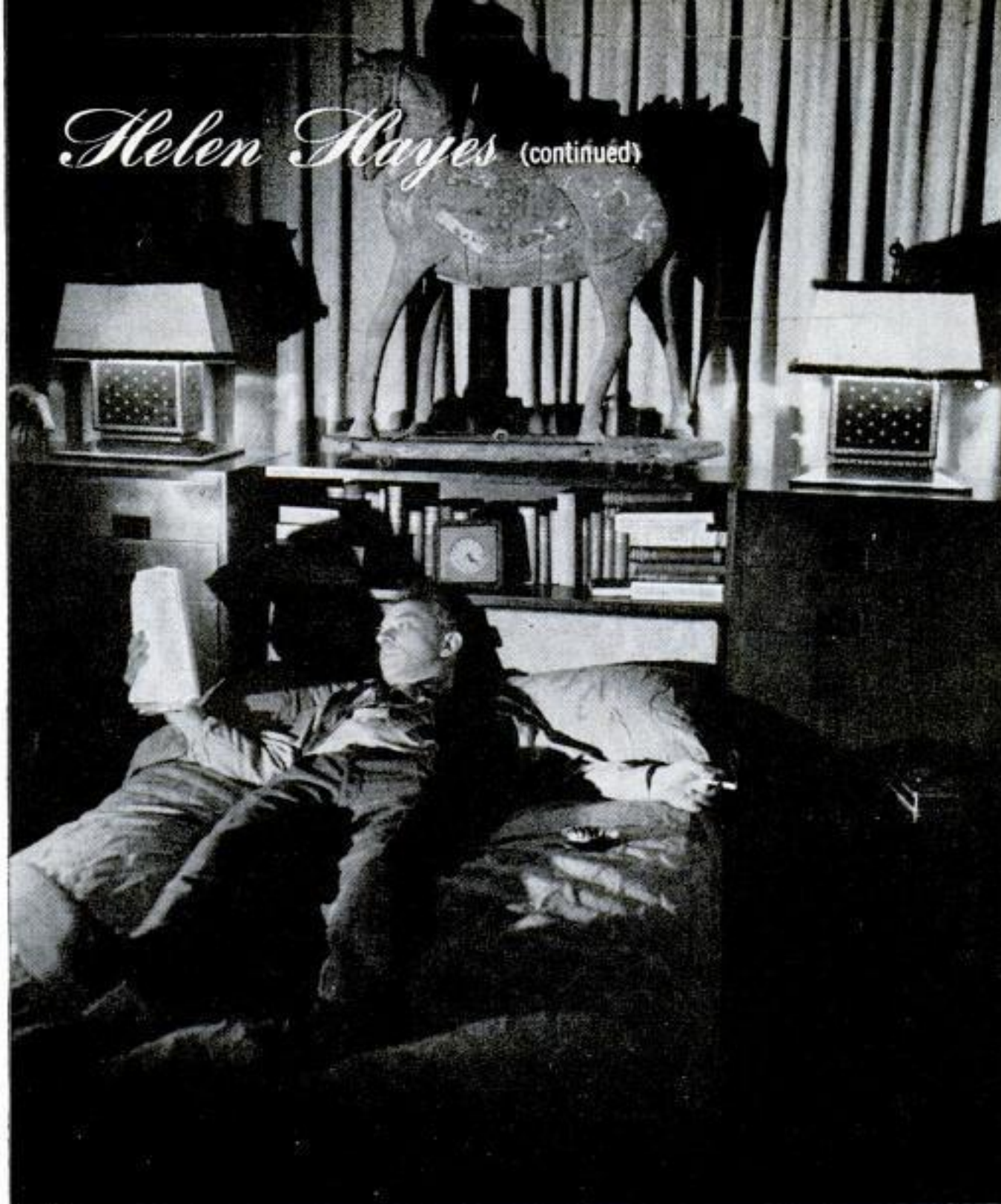


Complete with genuine leather case, extra head.

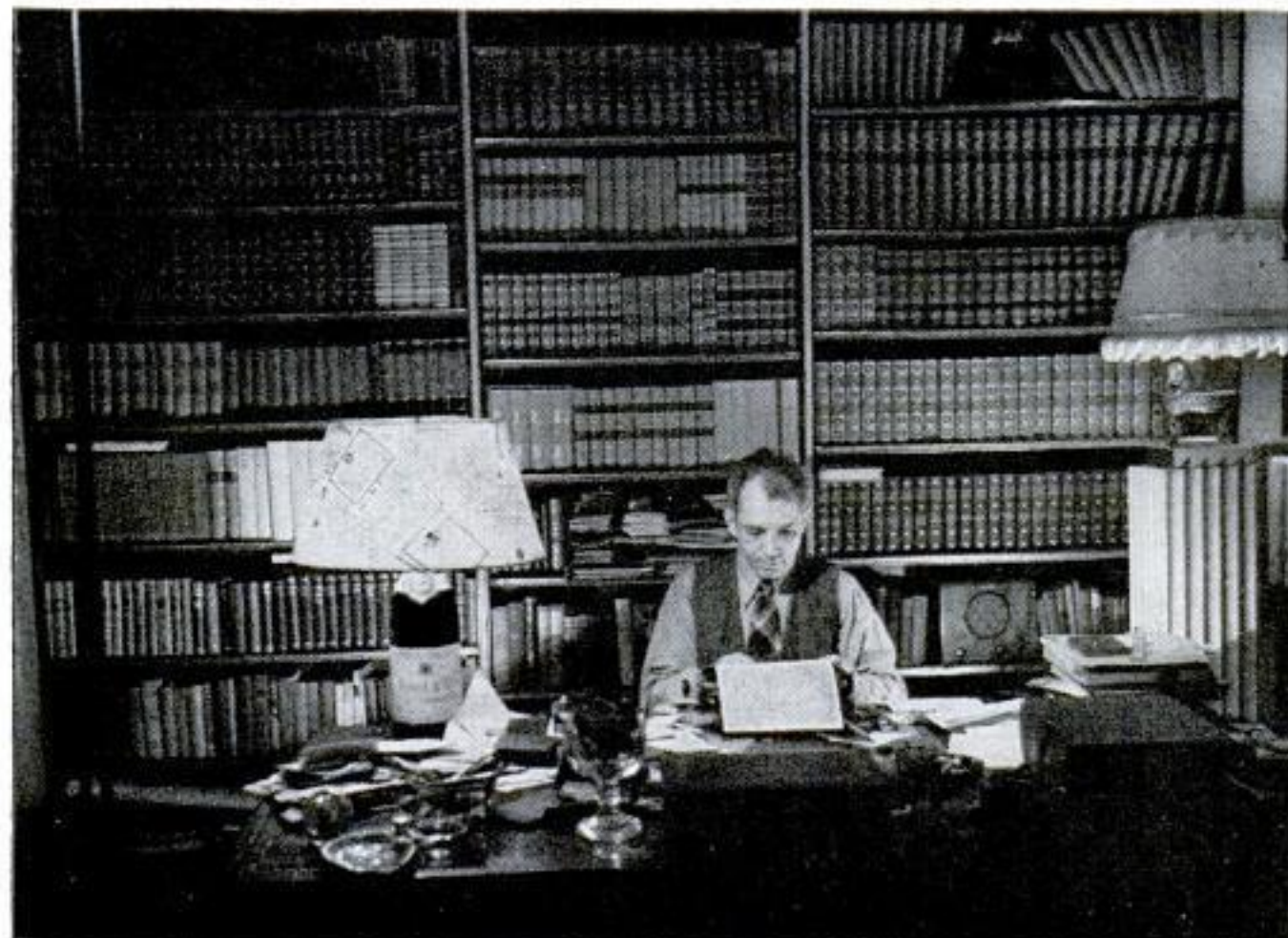
WILLIAMS

(ROTO-SHAVER)

Helen Hayes (continued)



In his own bedroom Charles MacArthur flops down to read a script. Horse above bed is a Persian antique once owned by Alexander Woolcott. MacArthur long admired it, sent an expressman to cart it calmly away one day when Woolcott was out.



MacArthur writes in his bedroom beneath books that look like imitations but are real. Below: as gag to amuse guests, this barroom toilet is rigged up like a seated woman (lap lifts up). In photograph gallery Woolcott hangs above woman's neck.



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For perfect rum drinks, insist on this peerless Puerto Rican rum! You'll always enjoy its fine fragrance and delicious flavor.

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EX-LAX MOVIES

"Mother comes to the Rescue"



JILL: O-oh, Mommy! Do I have to take that nasty old medicine again?

MOTHER: No, dear. Here's a laxative you'll really enjoy. Its name is Ex-Lax.



JILL: Yummy, that's fun to take! It tastes just like swell chocolate.

MOTHER: Yes, and Ex-Lax won't upset your little tummy or sicken you. It's so nice and gentle.



LATER

JILL: Ex-Lax was fine, Mommy. I feel so much better this morning.

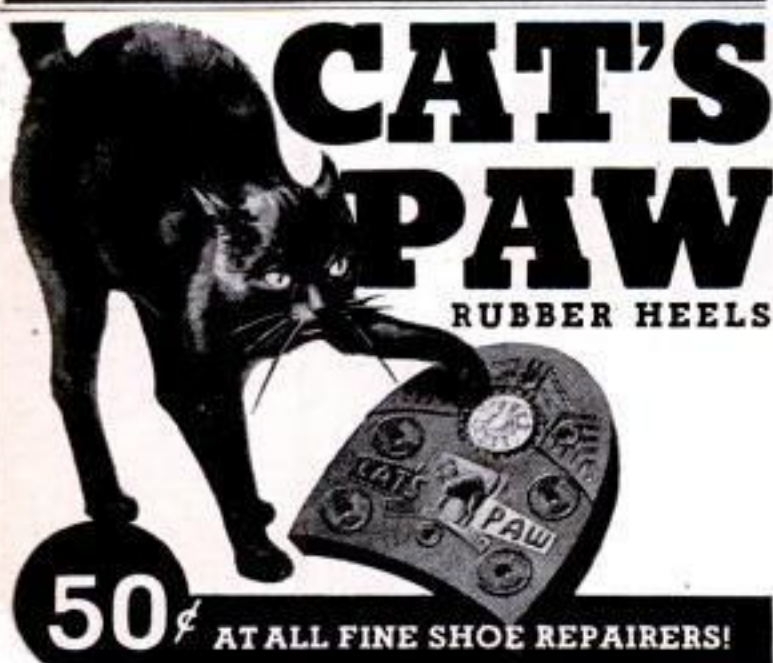
MOTHER: So do I, daughter. I took some Ex-Lax, myself, last night.

The action of Ex-Lax is thorough, yet *gentle*! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for every member of the family.

10¢ and 25¢



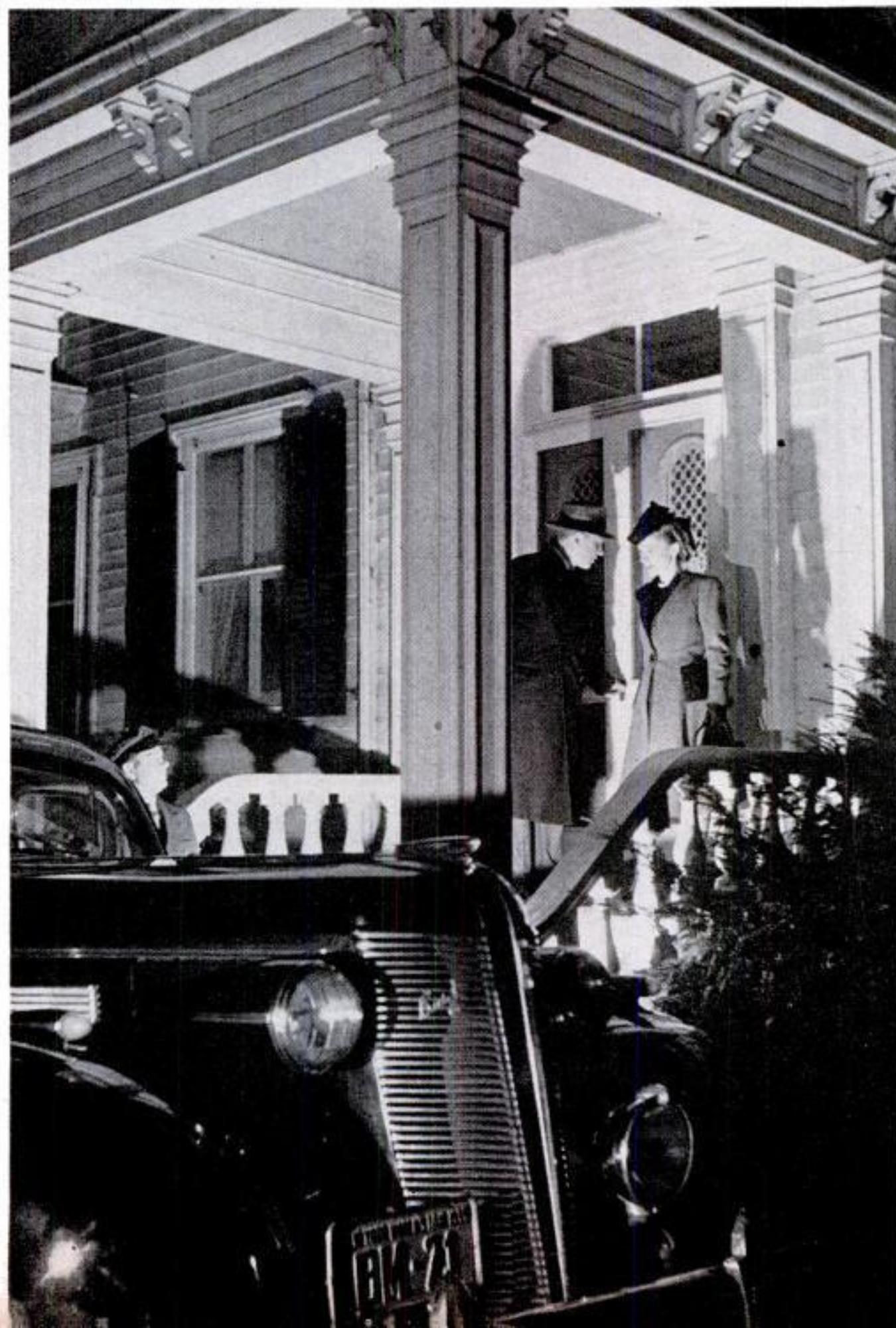
THE definite purpose of LIFE is to inform its readers of what is going on in the world today — to bring them the news which can best be told in pictures,



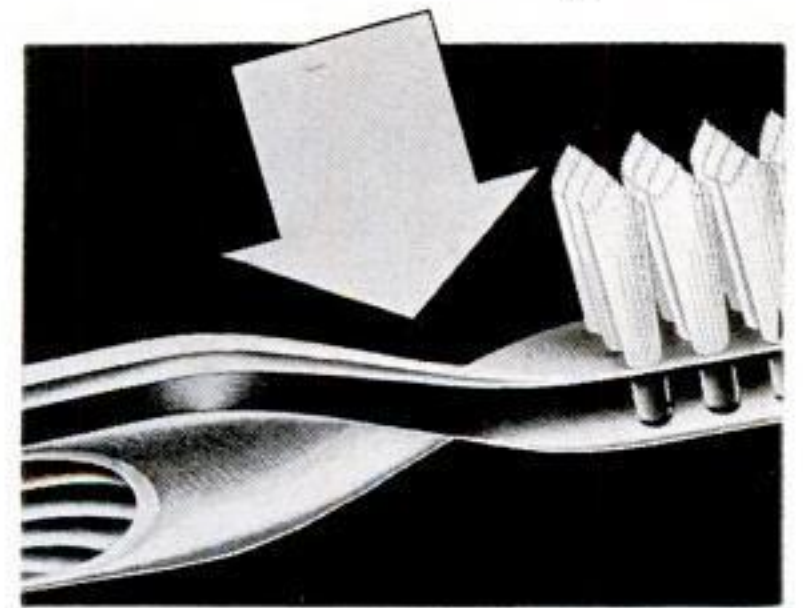
Going down to the bar in the basement, which is the favorite hangout for guests, are Helen Hayes, Philip Merivale, Mrs. Orson Welles and Mr. MacArthur. The stairway is decorated with portraits of Mr. and Mrs. MacArthur painted as cherubs.



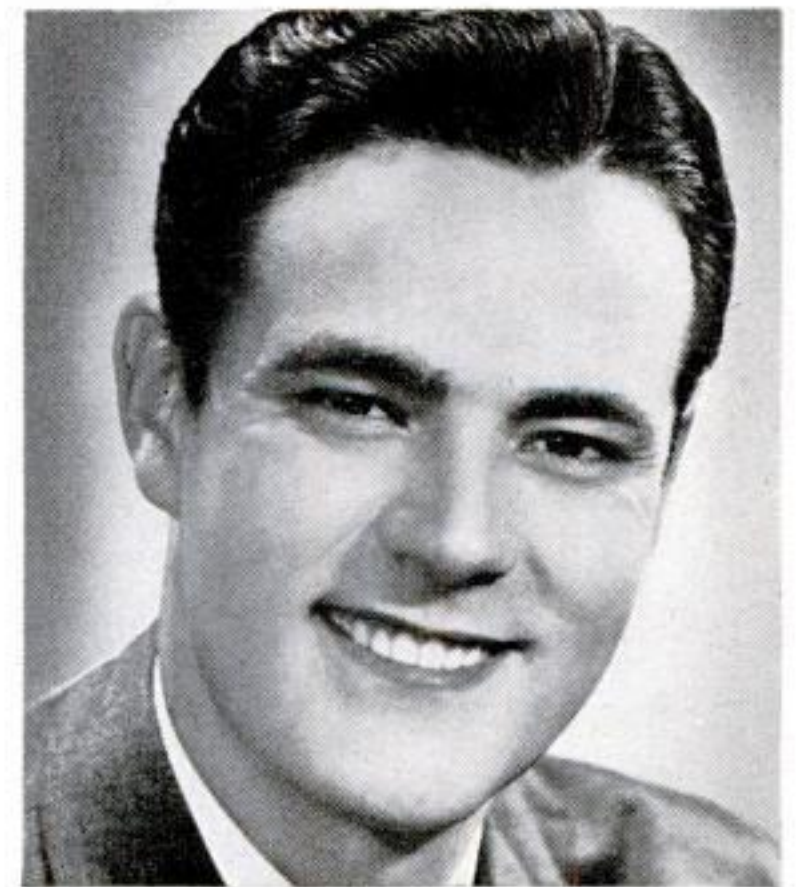
Helen Hayes's hobby is making movies in color of her garden and children. Here with Mrs. Orson Welles she cuts and splices film on counter of bar. Below: Helen Hayes leaves home like this every night at 7 to drive to New York to act in play.



Exclusive
TWIST
makes it easy to



BRUSH
your teeth



CORRECTLY

NO OTHER tooth brush looks like the new D.D. tooth brush. No other tooth brush is more efficient in cleaning teeth.

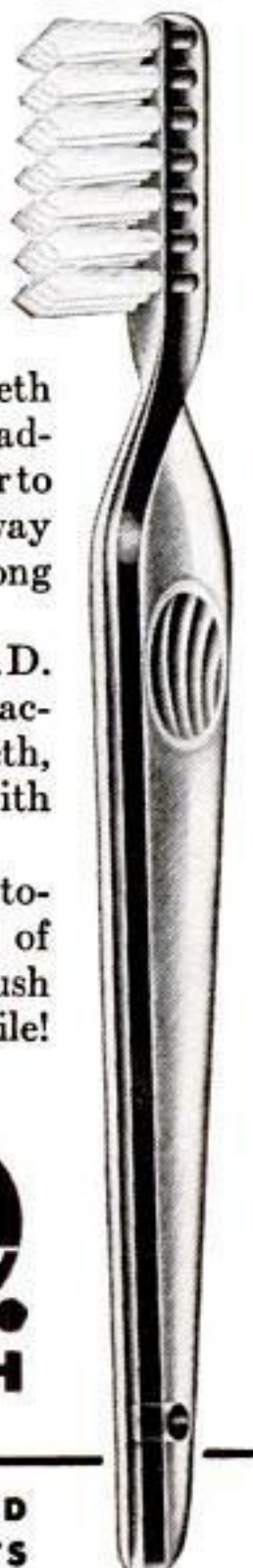
For the *exclusive* D.D. twisted handle makes it easy...natural...to clean teeth the way so many dentists advise. Most people find it easier to clean their teeth the right way with the D.D. than the wrong way with ordinary brushes.

What's more, the new D.D. makes gum massage more practical. As you brush your teeth, you massage your gums with the same easy motion.

Try the D.D. tooth brush today. Designed with the aid of over 1,000 dentists, it's a brush that can really help your smile!

D.D.
DOUBLE DUTY
TOOTH BRUSH

DESIGNED WITH THE AID
OF OVER 1,000 DENTISTS



JOHN SURE DRESSES WELL—HE MUST HAVE DOZENS OF SHIRTS!

OWN MORE GOOD SHIRTS WITHOUT SPENDING MORE!

MARK TWAIN
Shirts

AT
\$1.65

AMERICA'S GREATEST SHIRT VALUE

THESE NON-WILT TWAIN-SET COLLARS COME IN 5 SMART STYLES

True Luxury Quality in Season's Smartest Styles

ENJOY a large and varied shirt wardrobe for what you would expect to pay for a few shirts! Get Mark Twains—made to be America's greatest shirt value at \$1.65! Full cut! Custom stitching! Sanforized shrunk! * Non-wilt † Twain-set collars! And in the season's most handsome shades and patterns! See them at better dealers.

MARK TWAIN
Shirts BY ELDER

ELDER MANUFACTURING CO., ST. LOUIS, MO.
New York • Chicago • Los Angeles

NEW! DISTINGUISHED DELUXE SHIRTINGS
GOLD STAR \$2
MARK TWAIN SHIRTS

*Fabric shrinkage does not exceed 1%.
†Twain-set collars made under Celanese Corporation of America patents.

PICTURES TO THE EDITORS



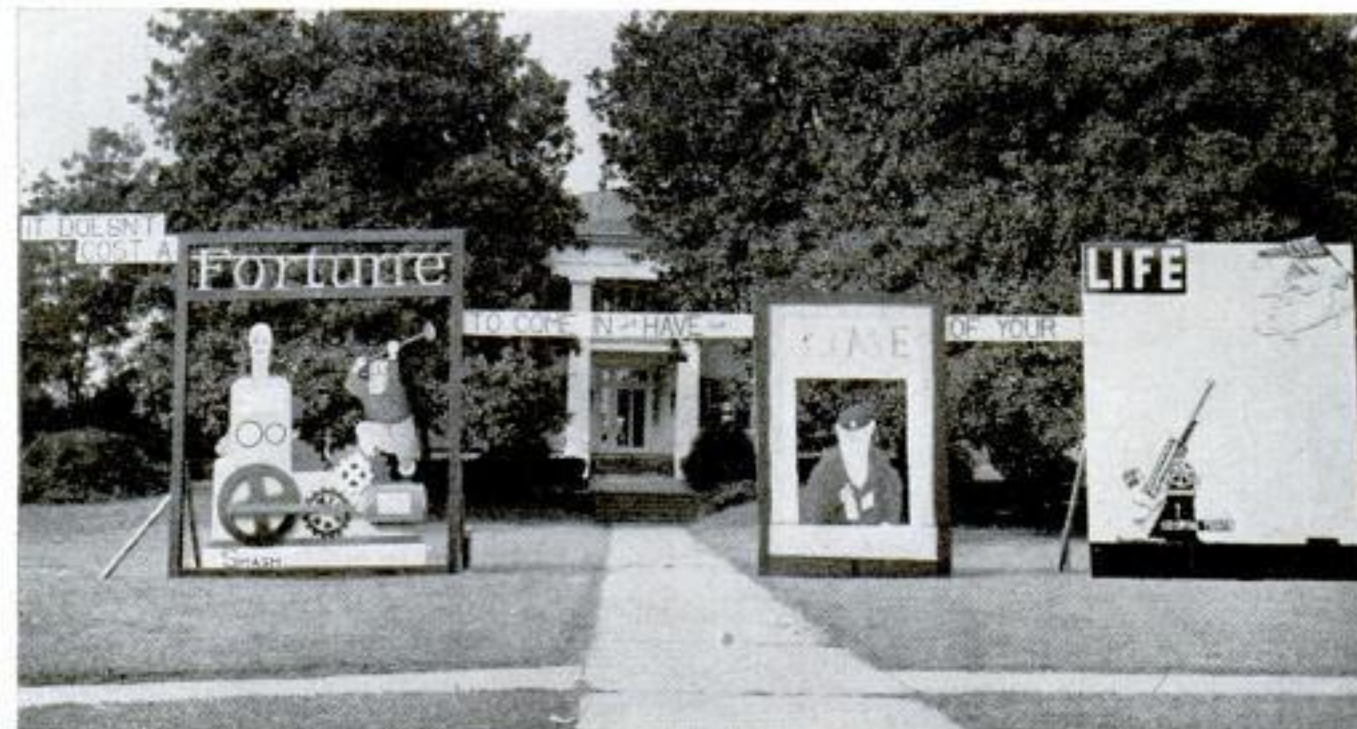
RELAXED QUEEN

Sirs:

You have seen plenty of pictures of "queens" before, but you've never seen one like this of Esther Wood, the Indiana State Corn Queen. After posing for the usual kind of glamor-queen pictures for 20 minutes, she was asked to relax. The first picture, taken by Photographer Alex Frechette of Fowler, Ind., shows how complete her relaxation was. The second picture shows her "as is."

GLEN SCANLAN

St. Joseph, Mich.



GEORGIA'S COVERS

Sirs:

This is Sigma Alpha Epsilon's prize-winning display in our recent Homecoming Decorations contest: "It doesn't cost a FORTUNE to come in and have the TIME of your LIFE." Maybe this indicates how collegiate taste in magazines runs down this way.

The contest was staged for the Georgia-Holy Cross homecoming game. The Holy

Cross football "machine" on the FORTUNE cover was actually running (by electricity), with the Georgia sledgehammer ready to smash it. The old gent on the TIME cover symbolizes the collective alumni. The LIFE cover carries out the Georgia fight-to-win theme. Unfortunately, Georgia lost, 13-0.

JOHN T. FLEETWOOD

University of Georgia
Athens, Ga.



ROLL-WAVE

Is your hair dry, stringy, lusterless? Does it lack the resiliency and rich highlights that win admiration?



**it massages . . .
as it brushes . . .**

Pro-phy-lac-tic's Roll-Wave makes possible a new, more invigorating brushing technique.



**as it rolls
your hair
to beauty**

Roll-Wave's fan-spread bristles, with their curved trim, penetrate deep . . . stimulate your scalp, as you roll your locks.

Examine Roll-Wave at your favorite brush-goods counter. You'll find its price a pleasant surprise . . . only \$2.50 with black bristles . . . \$3.50 with bronze. Pro-phy-lac-tic Brush Company, Florence, Mass.

Pro-phy-lac-tic
ROLL-WAVE



CLOTHESPIN NOSE

Got a cold?
Get two-way relief with
Luden's! A

Luden's on your tongue helps soothe throat—then, as it melts, releases cool menthol vapor. Your breath carries this to clogged nasal passages, helps open your "clothespin nose!"



Speedy HEADACHE RELIEF!

STANBACK amazes new users! Acts fast! Won't leave you jittery! 10¢ & 25¢ at drug stores.

STANBACK
STANBACK COMPANY • SALISBURY • NORTH CAROLINA

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A SPECIAL SHAVE CREAM

IT'S NOT A SOAP
NEEDS NO SHAVING BRUSH
Not Greasy . . . Leaves Skin Smoother

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Ernest B. Hulburt
PRESIDENT

P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-38, Glastonbury, Conn. Offer good in U.S.A. and Canada only.

WAKE UP YOUR LIVER BILE — WITHOUT CALOMEL

—And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



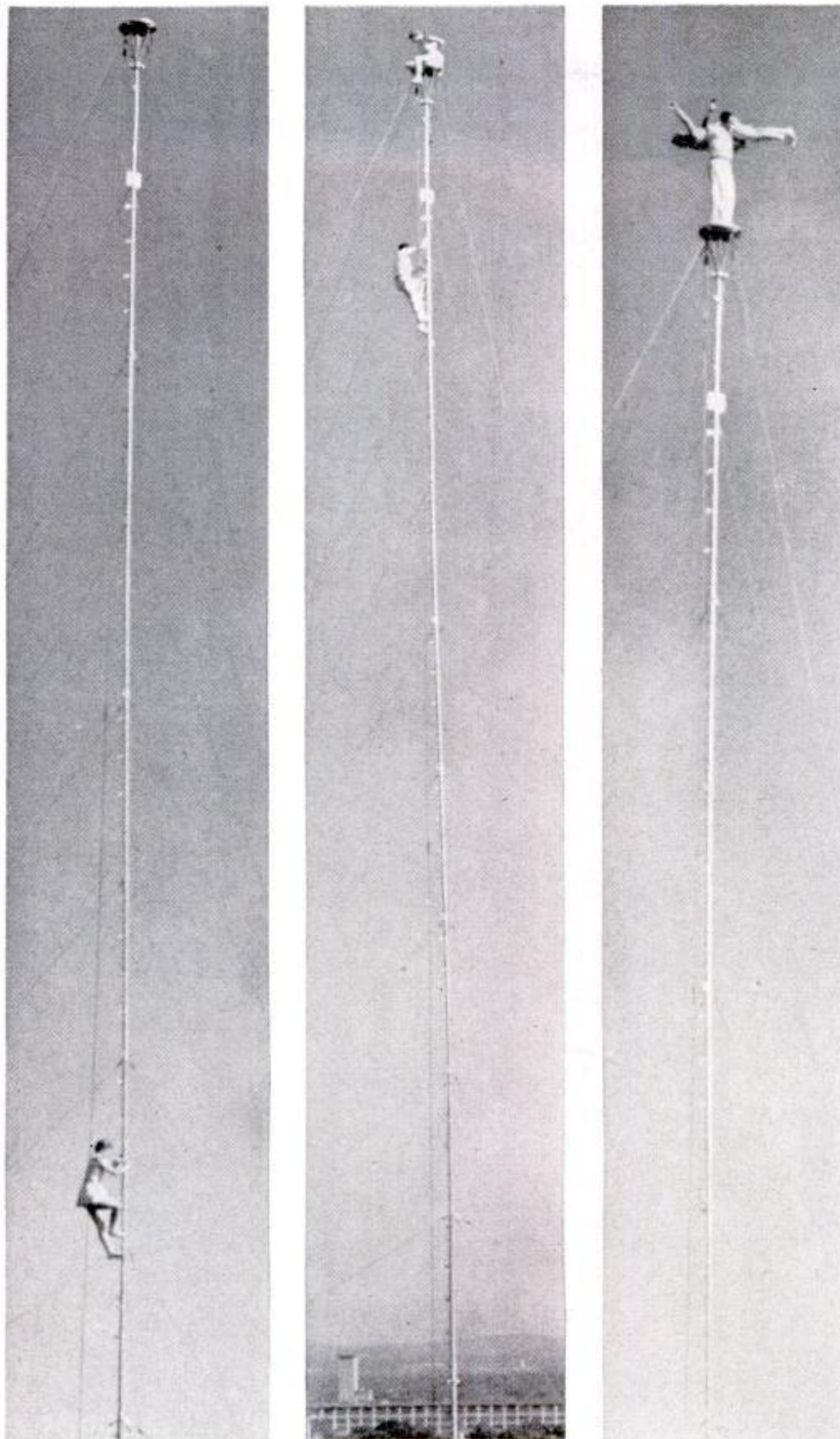
The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 10¢ and 25¢.

BREAK A DISH?

MEND IT! LEAVES AN INVISIBLE JOINT; GUARANTEED TO STAND BOILING WATER!

TESTOR CEMENT CO., ROCKFORD, ILL.



SKY DANCERS

Sirs:

These pictures show Betty and Benny Fox, internationally known aerialists, performing 372 ft. above ground level on top of a 102-ft. pole on an 18-in. disk atop the Hotel Taft in New Haven. Betty ascends first to do some breath-taking dance steps, whirls and rope-jumping. Benny follows and together

they execute the Big Apple, Adagio Waltz and the Jitterbug Dance. The climax is a series of whirls most of us couldn't do on an 18-in. circle on the kitchen floor.

One false step might mean certain death—and the fact that a 50-m.p.h. wind is blowing doesn't help matters any.

PETER KAMM

West Haven, Conn.



MARTELL COGNAC *Brandy*

An
Ancient
and
Honourable
Title
Martell
of
Cognac

FRANCE

Borne by the
Nobility of
Brandies
for over
200
Years



The Choice
of
Gentlemen
SINCE
1715

PARK & TILFORD
IMPORT CORP., NEW YORK, N. Y.

84
PROOF

WE'VE FOUND NEW FUN IN LIFE

SINCE WE LEARNED ABOUT THIS
GRAND NEW BREAKFAST IDEA!



LET BOB tell it: "Margie's just about the best wife in the world, but when she first served me those swell-tasting Post's 40% Bran Flakes for breakfast—boy, I decided she was better than the best! And for a grand breakfast treat, so are Post's Bran Flakes! They give you a lot more than just swell flavor..."



"THAT'S RIGHT," Margie chimes in, "for people who like to be fit and active, Post's Bran Flakes are just the thing!" That's because Post's Bran Flakes offer TWO EXTRA BENEFITS. First, they provide bran, a natural regulator. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a wonderful help..."

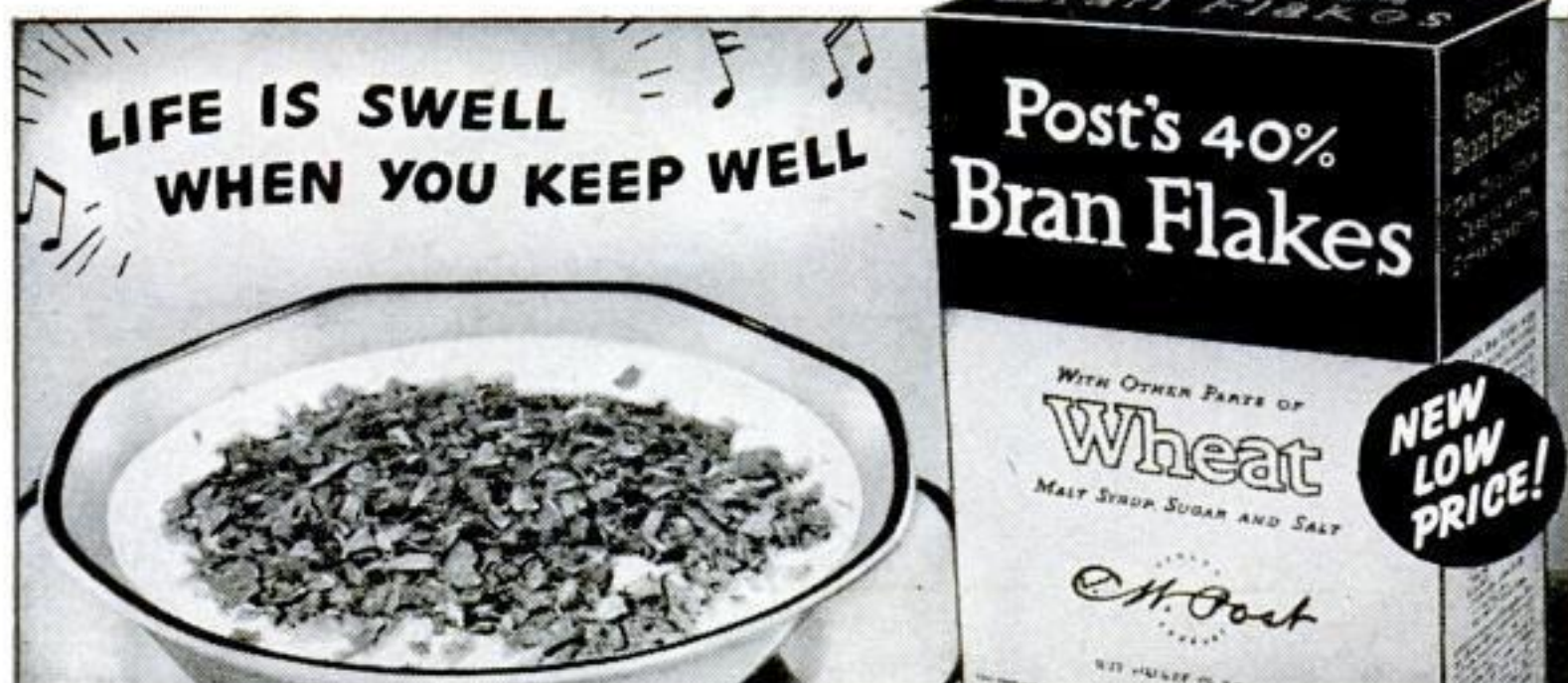


AND THE SECOND benefit—many precious food values all in one cereal! You see, Post's Bran Flakes are a good cereal source of phosphorus, iron, Vitamin B₁ to help maintain good appetite, and Vitamin G to help promote growth and vigor. And how important these food essentials are!

A Post Cereal made by General Foods



EVERY DAY for months now, Margie's been serving delicious Post's Bran Flakes, either as a cereal or in muffins. And as Bob says, "We've felt simply tiptop every minute! Those two EXTRA BENEFITS must have been what we needed!" (P. S.: your grocer has Post's Bran Flakes at a NEW LOW PRICE—get a package today!)



IMPORTANT: Post's Bran Flakes, due to their bulk, are a regulative cereal. Constipation due to insufficient bulk in the diet should yield to Post's Bran

Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.

Copyright, General Foods Corp., 1939

PICTURES TO THE EDITORS

(continued)



CHERUB KNEES

Sirs:

Look closely at this picture of a fisherwoman and you will find a cherub's face in each knee. The girl is John Granbury, wife of Guinn Granbury. She is one of a family of ten girls and her parents, who had always wanted a boy, named her John anyway.

Many friends have seen this photograph, but only two said that they had ever seen such faces before—and then in only one knee. The faces in Mrs. Granbury's knees are not ordinarily noticeable. They show up in this photograph because the light happened to be just right. The faces were noticed only after the film was developed.

JOSEPH M. WILSON
Houston, Tex.



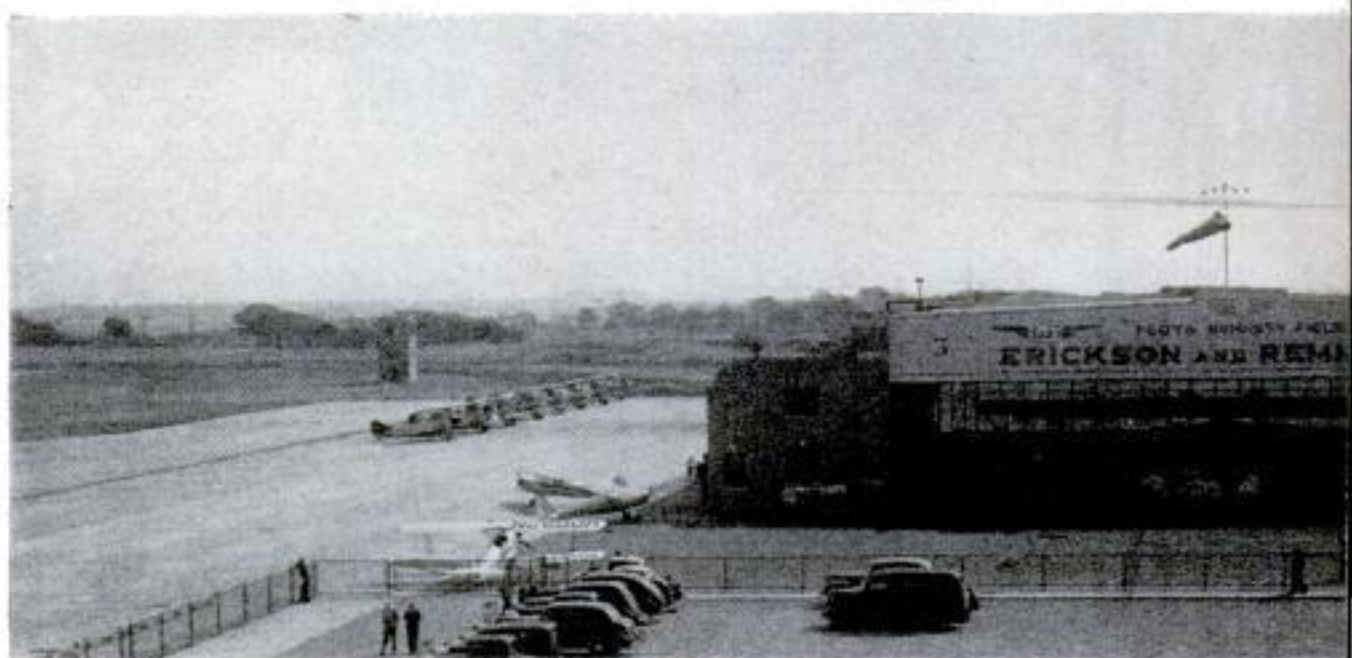
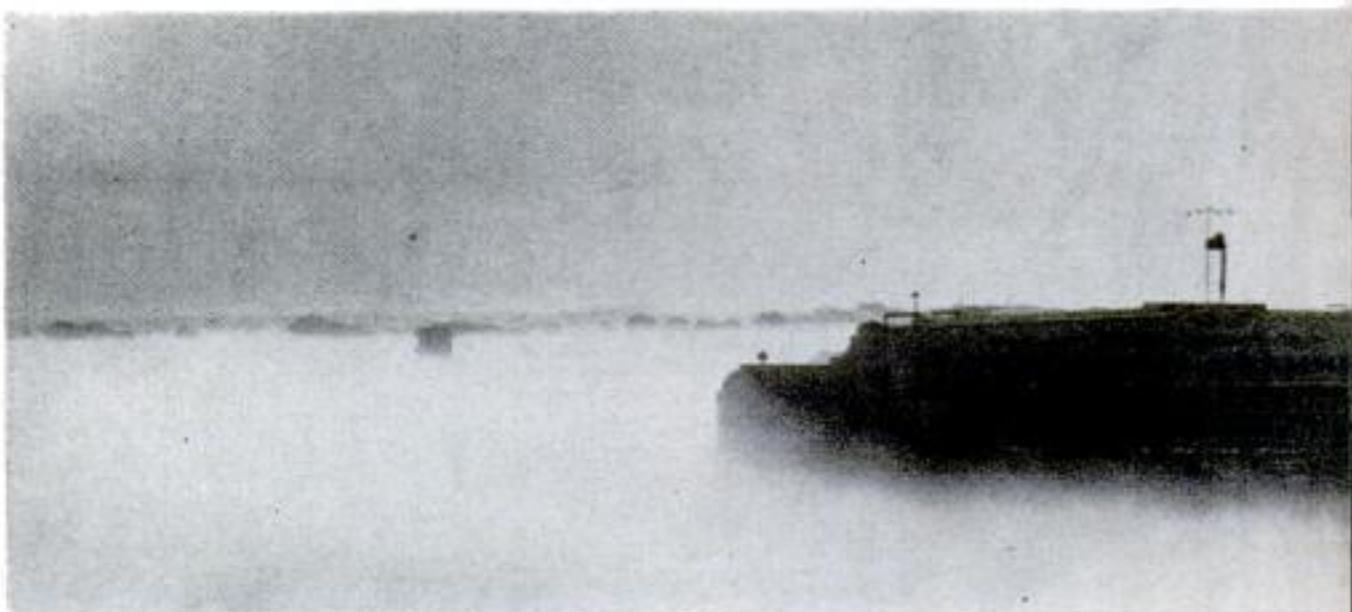
15-FT. FOG

Sirs:

In six years at Floyd Bennett Airport I've never seen such a phenomenon as this—a fog bank which covered the port to a height of only 15 ft. Usually ground fog banks are 300 or 400 ft. "thick." The first picture was taken at 6:50 a.m. The

second was taken exactly two hours later, after the fog had been dissipated by the sun and a strong breeze. Notice that the wind sock in the first picture is absolutely limp, while in the second picture it is standing almost straight out.

SIDNEY ROSS
Floyd Bennett Airport
Brooklyn, N. Y.



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Imagine! This gorgeous Four Layer Cake — so inexpensive!

It's the
BAKER'S CHOCOLATE
that makes it taste so
Luxuriously Rich!



FOUR LAYER CAKE: Measure 2 cups sifted Swans Down Cake Flour, add 2 teaspoons Calumet Baking Powder,* and ¼ teaspoon salt, and sift together three times. Cream ½ cup butter or other shortening thoroughly, add gradually 1 cup sugar, and cream together well. Add 1 unbeaten egg and beat very thoroughly. Add flour, alternately with ¾ cup milk, a small amount at a time, beating after each addition until smooth. Add 1 teaspoon vanilla. Combine 1 square Baker's Unsweetened Chocolate, melted, 1½ tablespoons sugar, ½ teaspoon salt, 1 tablespoon butter, ¼ teaspoon soda, and 2 tablespoons boiling water; stir until blended and thick. Cool slightly. Turn a generous one-half of batter into greased 8-inch layer pan. Add chocolate mixture to remaining batter, stirring until thoroughly blended; turn into greased 8-inch layer pan. Bake in moderate oven (350° F.) 25 to 30 minutes, or until done. Cool. Split layers in half to make four tiers. Spread Rich Chocolate Frosting between layers and on top and sides of cake, arranging light layers on dark layers.

*This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturers.

RICH CHOCOLATE FROSTING: Cream 4 tablespoons butter, add 1 unbeaten egg, and blend. Add 2½ cups sifted confectioners' sugar, alternately with about 1 tablespoon milk, beating well. Add dash of salt, 2½ squares Baker's Unsweetened Chocolate, melted, and 1 teaspoon vanilla, and beat until smooth. Makes enough frosting to spread thinly between layers and on top and sides of Four Layer Cake. (All measurements are level.)

FOR PERFECT
RESULTS,
FOLLOW THIS
TESTED RECIPE
EXACTLY, USING
BAKER'S
CHOCOLATE

A product
of General Foods



BETH MAKES THE BRIDGE CLUB SIT UP AND TAKE NOTICE!

OH, MILDRED, I WISH I COULD SERVE THE BRIDGE CLUB LUXURIOUS, RICH CAKES LIKE YOURS! BUT I JUST CAN'T AFFORD IT!

NONSENSE, BETH! I DON'T MAKE EXPENSIVE CAKES!

COME IN AND I'LL GIVE YOU A WONDERFUL RECIPE FOR A CAKE WITH BAKER'S CHOCOLATE. BAKER'S IS SO DELICIOUSLY RICH THAT IT MAKES A PLAIN CAKE TASTE ABSOLUTELY GORGEOUS!

BAKER'S? THAT'S THE KIND MOTHER ALWAYS USED!

YES, MY CHOCOLATE HAS BEEN TRUSTED FOR GENERATIONS!

Since 1780, good cooks have chosen this chocolate with the famous "Baker Chocolate Girl" on the label. Why? Because Baker's is so rich. It is pure chocolate.

All of the richness of selected, fine cocoa beans goes into Baker's Chocolate. Nothing is added to it; nothing taken away. That is why Baker's always gives such superb real chocolate flavor . . . such rich, red-brown color . . . such smoothness and gloss.

ISN'T THIS MARVELOUS CAKE! I MUST ASK BETH FOR THE RECIPE

IT'S YUMMY! BETH MUST HAVE LOTS OF HOUSEKEEPING MONEY!

MAYBE SHE'S A GOOD MANAGER!

OH, MILDRED, I'M SO GRATEFUL FOR YOUR TIP ABOUT BAKER'S CHOCOLATE!

NEW! BAKER'S MILK CHOCOLATE WITH VITAMINS A, B₁ and D ADDED!



Mothers! Here's delicious, wholesome Milk Chocolate to meet your children's need for sweets. Tastes extra rich and creamy! Has important Vitamins added, without extra cost to you! In plain milk, or milk and almond, Jumbo size. At Drug Stores, candy counters...at your Grocer's.



Free!

GRAND IDEAS FOR PARTY REFRESHMENTS IN THIS SMART NEW BOOK!

Send for "My Party Book"—a round-the-year calendar of yummy chocolate foods for jolly occasions. 28 illustrated pages—59 carefully tested recipes. Yours free! Just mail this coupon today to GENERAL FOODS, BATTLE CREEK, MICH.

Your name _____
Street _____
City _____ State _____
(If you live in Canada, address General Foods, Ltd.,
Cobourg, Ont.) (Offer expires June 1, 1940)



**"Thanks
to Uncle Sam**

—tobacco's better than ever!

**... and Luckies always take the
better grades!" says Ray Oglesby,
tobacco auctioneer
for 8 years.**

BENJAMIN HAWKS of North Carolina shows Auctioneer Oglesby his fine tobacco seedlings — grown by new U. S. Government methods.

RAY OGLESBY in action. Among *independent* tobacco experts like this famous auctioneer, Luckies are the 2-to-1 favorite over all other brands.

Copyright 1939, The American Tobacco Company

Q. WHY HAVE TOBACCO CROPS BEEN BETTER?

A. Because, even though crops vary with weather conditions, Uncle Sam's new methods of improving soil, seed and plant-food have done a fine job for the farmers.

Q. Do Luckies buy this better tobacco?

A. Yes, indeed—*independent* experts like Ray Oglesby tell you that Luckies always *have* bought the choicer grades of each crop. In fact, that's why Mr. Oglesby has smoked Luckies for 11 years.

Q. Do other tobacco experts prefer Luckies, too?

A. Among these skilled auctioneers, buyers and warehousemen, Luckies are the 2-to-1 favorite.

Try Luckies for one week. You'll find that the "Toasting" process makes them easy on your throat, for "Toasting" takes out certain harsh irritants found in all tobacco. You'll also know why . . . **WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

Have you
tried a
LUCKY
lately?

**LUCKY
STRIKE**

"IT'S TOASTED"

CIGARETTES

**LUCKY
STRIKE**